

CLUB

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Management

NOVEMBER
1950



Pittsburgh's Future Auditorium

In This Issue: *Special Pittsburgh Section*



Preferred... the true old-style Kentucky Bourbon

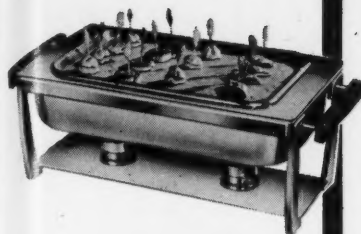
always smoother because it's slow-distilled

This is friendship's favorite. A handsome gift in its holiday wrap, a handsome gesture in the glass. It's for people *you* appreciate ...because *they'll* appreciate the extra care, the patient slow-distilling, that makes Early Times so smooth and flavorful.

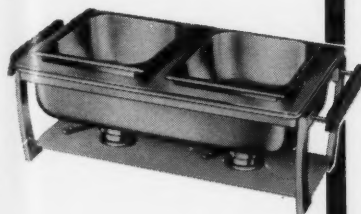
EARLY TIMES

© ETDG 1959

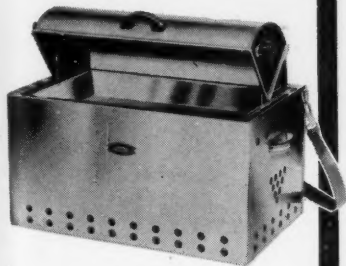
KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY CO., LOUISVILLE, KY.



697. The Sterno Hors d'Oeuvres unit is designed to permit attractive display of fancy dressed type hors d'oeuvres and hot canapés. Used also for steaks, chops, etc. for direct table service.



696. Two 1 gallon compartments, ideal for buffets, etc., two hot entrees or entree and vegetable. Also for hot hors d'oeuvres.



530. Sterno Roll Warmer is ideal for keeping rolls piping hot on buffets. Also used with carry strap for passing rolls in dining room.

"My!
everything
looks
so
good!"

...and it tastes so good, too,
served from

Sterno EQUIPMENT

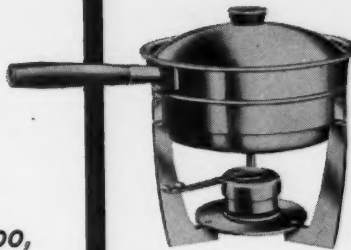


At buffet parties, cocktail parties, bars, banquets, dining table, guests are most pleased when they have a large choice of delicacies. When, in addition, hors d'oeuvres, vegetables, sauces, etc. are temptingly presented, piping hot, in attractive Sterno units, there will be no question of the success of your service.

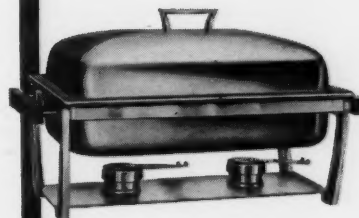
Complete catalog and price list upon request.

Sterno, inc.

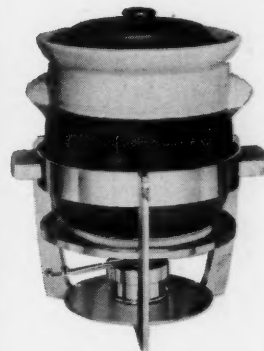
9 East 37th Street
New York 16, N. Y.



687. Glamorous round copper chafar, 4 1/2 pints, adds color to your service. Ideal for crab newburgh, lobster newburgh, chicken a la king, beef stroganoff, etc.



694. This dome covered unit holds a massive 2 gallon food pan. Just the thing for big buffet parties. Big enough too for roast beef, baked ham, sliced meats and poultry.

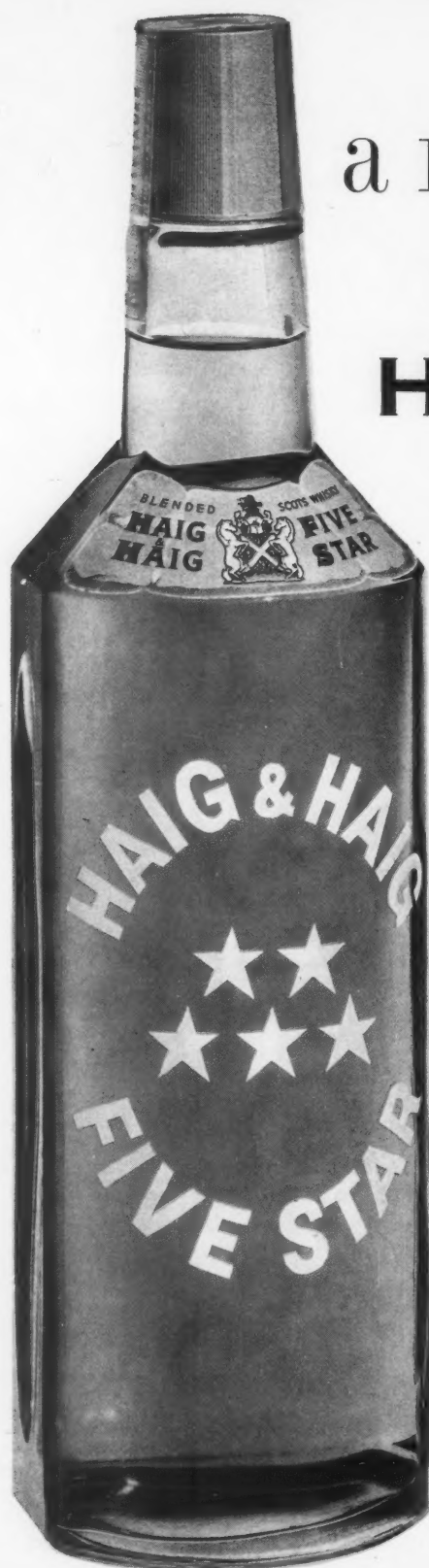


699. You can actually "bake" in this oven-proof crock. For pork and beans, chili, soups, etc. Available in 6 quart and 10 quarts. Ideal for "soup of the day" served right in the dining room.

Makers of **STERNO CANNED HEAT FUEL**

SUBSIDIARY OF COLGATE-PALMOLIVE COMPANY

Let us show you how STERNO can improve and beautify your serving operations.



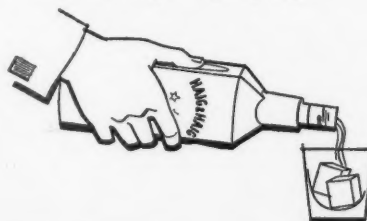
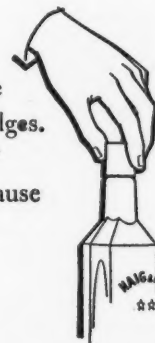
a magnificent new bottle for **HAIG & HAIG** Five Star

New from top to bottom—a fitting companion to Pinch. And inside, that famous, age-old flavor that goes back 332 years.

CLEAR GLASS, with see-thru labelling, reveals the brilliant clarity, the visible lightness of this superb Scotch.

EASY TO OPEN. A twist, and the seals are broken. No blade needed...no ragged edges.

CONVENIENT SHAPE. Easy to handle because it fits comfortably in the hand...with grooved sides the fingers can grasp.



NEW JIGGER TOP. Smartly designed, knurled, plastic top becomes a handy jigger...replaced, it's an air-tight seal.



Don't be Vague...sell **HAIG & HAIG**

BLENDED SCOTTS WHISKY, 86.8 PROOF. RENFIELD IMPORTERS, LTD., N. Y.

This Month's Cover

On this month's cover is an illustration of one of the most eagerly awaited projects in Pittsburgh's Renaissance—the new multipurpose auditorium. When completed early in 1961, this structure will serve as a convention hall, an open air amphitheater, a sports arena, and an exhibit center. Depending on the event, it will seat from 7500 to 14,000 people.

The most unusual feature of this circular building will be the vast retractable roof composed of eight sections, two stationary and six movable. The press of a button will convert the auditorium, in less than three minutes, from an open air amphitheater to a spacious enclosed auditorium. The roof will be the largest dome in the world, with a diameter of approximately 415 feet.

This auditorium is the focal point of the imaginative 95-acre Lower Hill Redevelopment which will transform the upper end of the new Golden Triangle to a beautiful civic center.

Cover plates for this month's illustration were furnished by Westinghouse Corporation.

Drops Excise Stamps

The State of Illinois no longer requires that state excise tax stamps be placed on liquor bottles as the result of action taken by the legislature this year. Robert W. Coyne, president of the Distilled Spirits Institute, said the action would save the state, the industry and the public many thousands of dollars each year.

Mr. Coyne said that in all of the 17 states where stamps are no longer required movements of distilled spirits are carefully controlled by reporting requirements of all persons involved in their commerce.

In This Issue

Anyone planning to attend the CMAA Conference in Pittsburgh next January (and everyone should be) will want to read the first feature article on page 17 by Carl Jehlen, chairman of the Club Management Institute, who outlines the splendid educational program developed for the Pittsburgh Conference.

And, on page 20, CMAA Counsel Walter Slowinski tells about new relief granted by Congress from club dues taxes. On the opposite page is a report from Horwath and Horwath on country club operations for the past year and on page 80 is an article on how an Indiana club gave a Hawaiian party. There are a host of other "idea" articles and departments you won't want to miss in this issue.

CLUB

Management

An Independent Publication

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Title Registered

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No. 11

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Pittsburgh's Future Auditorium Courtesy, Westinghouse

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EDITORIAL, PRODUCTION AND ADVERTISING OFFICE

408 Olive Street, St. Louis 2, Missouri
Telephone GARfield 1-5445



Donald H. Clark...Editor and Publisher
James J. Wengert...Associate Publisher
Harold R. Colbert...Assistant Publisher
Catherine M. Barrett...Office Manager

Wesley H. Clark...Managing Editor
Johnson Poor...Associate Editor
Ralph B. Cox...Assistant Editor
Margaret Holz...Advertising Production

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*Heinz Juices, left to right:
Grapefruit, Orange,
Tomato, Apple, Pineapple,
Apricot, Grape, Orange-
Grapefruit and Prune. All
are available in 5½-oz.
Individual Cans.*



Proved Profit is why

8 times as many eating places serve Heinz Juices as any other brand

You expect such a famous brand as Heinz to be the leader—and it is! An independent survey shows Heinz Juices are served in 8 times as many eating places. Be sure they're on your menu.

There are nine Heinz Juices, you know—and Tomato is the most popular. This nationally distributed brand is made from vine-ripened California-grown tomatoes. Like *all* Heinz Juices, it has a rich natural taste, because it's packed at flavor peak. And it's made to rigid quality control, so you can serve it with confidence.

Heinz Juices in the 5½-oz. Individual Cans help profits by eliminating waste through faucet loss, spillage and stale leftovers. Order Heinz Juices from your Heinz man. They're all good profit-makers!



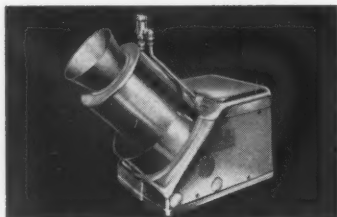
● All Heinz Juices come in 5½-ounce Individual Cans. Heinz Tomato Juice is also available in No. 10 cans and 46-ounce cans.



A 1960 catalog on the new Fold-King line of folding tables is available to club executives from Monroe Company.

New designs in folding banquet, card, utility and serving tables, transport trucks, chairs, desks, wardrobe racks, bus carts and portable partitions are illustrated with details and specifications in the new catalog.

For a copy of the catalog write Dept. CM, The Monroe Company, Colfax, Ia.



Hot water is not needed and hand polishing is not required with this

new solution to club managers' glass-washing problem, designed by Hobart.

This cold water-detergent Sani-Quik Glassmaster washes and rinses a glass, inside and out, in four seconds, removing lipstick smears, encrusted sugar, milk streaks and finger marks. It cleans and sterilizes at a reported cost of less than 3 cents per 100 glasses.

For more details write Dept. CM, Hobart Manufacturing Co., Troy, Ohio.

A small booklet with ideas and recipes for using Kahlua coffee liqueur is available from Van Munching Imports.

This booklet is designed to acquaint Kahlua users with the many ways this full-bodied liqueur produced in Mexico can be used. Many of the ideas in the booklet have come from customers who created new recipes for Kahlua.

For a copy of the booklet write Dept. CM, Van Munching Imports, Inc., 6 W. 48th St., New York 36.

Stylized place mats in new stock design are created by Hoffmaster in color tones to blend harmoniously with other decorations.

Recent additions to this group of

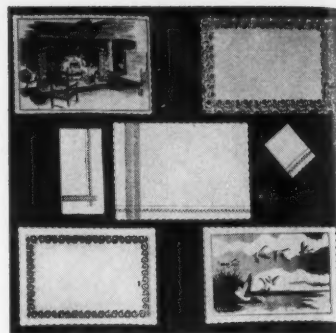


table settings include place mats with these designs: "Early American," "Filigree Border," "Traditional Border," "Rose Cluster," "Geese in Flight," and "Fisherman's Paradise." Also custom-designed settings are offered to match individual decorations.

For more information, samples and prices write Dept. CM, Hoffmaster Co., Inc., Oshkosh, Wis., or Hoffmaster Pacific Co., 1361 E. 16th St., Los Angeles 21, Calif.

A low-cost espresso coffee machine, La Piccolina, is being made by La Carimali.

The unit makes use of the same hydraulic pressure method as larger

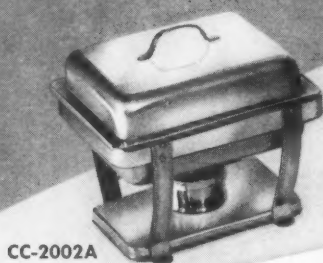
You can have this starting

BUDGET BUFFET

FOR ONLY **\$205³⁰***

*FOB factory, Long Island City, N. Y.

in attractive, durable, sanitary, stainless steel...



CC-2002A

S-30085



S-30102



CC-20251

S-30072



CC-2002A Country Club Chafing Dish, 6 pt. capacity	63.00
S-30102 Salad Bowl, 10" diam.	17.15
S-30085 Oblong Tray 14" x 18"	13.20
S-30072 Celery Tray Oblong 9" x 4"	5.65
CC-20251 ** Country Club Chafing Dish, 2 gal. capacity	106.30
TOTAL	205.30

**This is a single compartment unit. Can be adapted for 2-6-8 compartments at slightly additional cost.

LEGION, world-famous for their quality, introduces a new economy line of buffet ware providing a basic buffet layout for clubs, hotels, restaurants or caterers for only \$205.30. Here is an opportunity to create an eye-arresting buffet at budget prices that will build more business for you. As your business expands, you can add to your service from Legion's complete line of buffet ware.

Write for catalog and name of Legion dealer.



LEGION UTENSILS CO., INC.

21-07 40TH AVENUE, LONG ISLAND CITY 1, NEW YORK

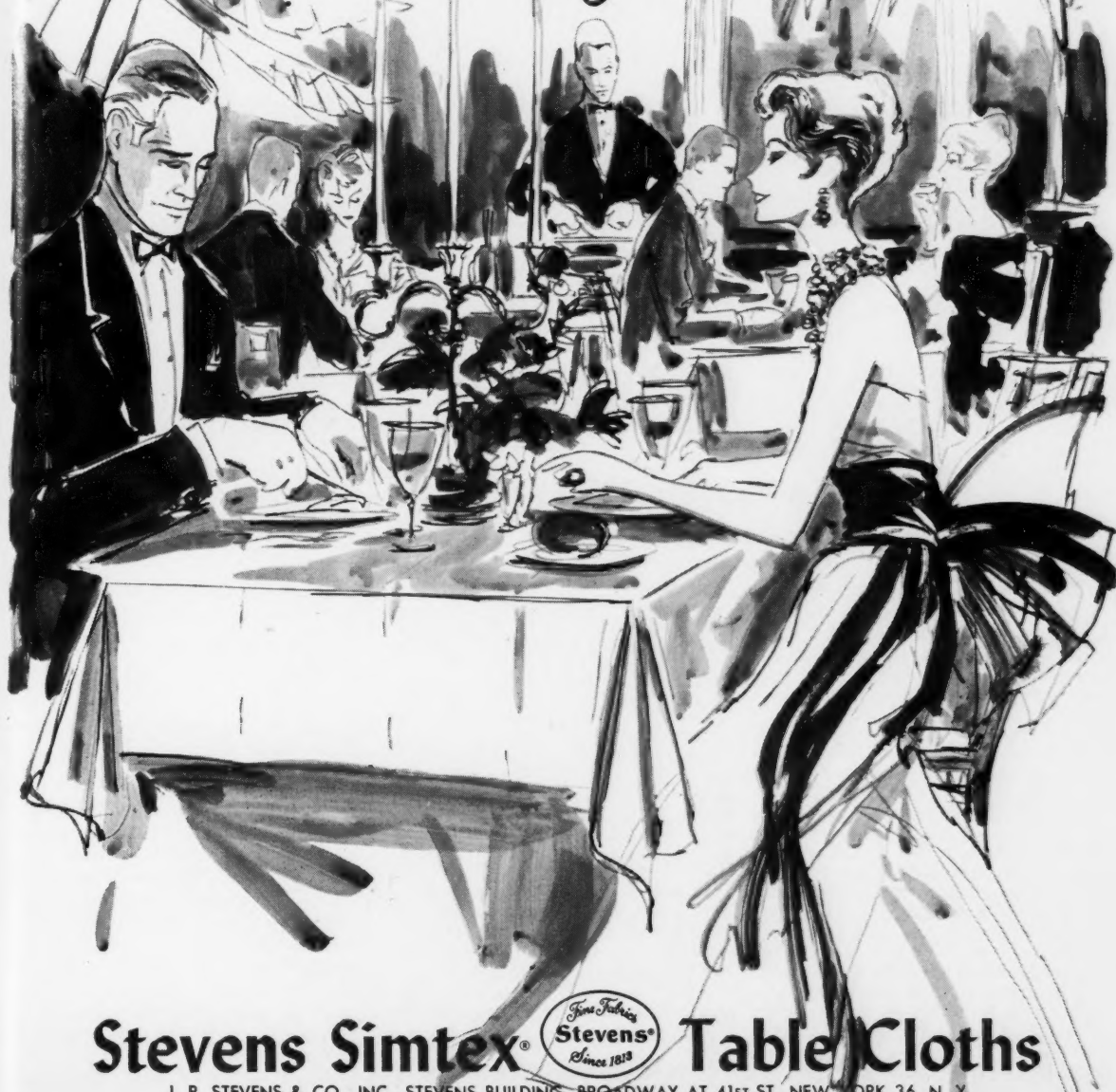
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- Available in white and popular colors, all standard widths from 36" to 90". Special dye lots upon request.

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ATLANTA • BOSTON • CHARLOTTE • CHICAGO • CINCINNATI • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • PITTSBURGH • SAN FRANCISCO • ST. LOUIS • SEATTLE • MONTREAL

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*better-than-cloth
service...
throwaway
convenience*



Cellutex "400"

U. S. PATENT NO. 2,729,267

TABLE NAPKINS and TABLE COVERS

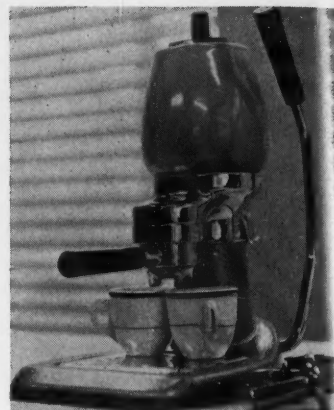
Give your tables this modern beauty treatment... a *matched combination* of luxurious Cellutex "400" multi-ply cellulose napkins and covers. Give yourself all the extra savings and efficiencies made possible by this better-than-cloth service with throwaway convenience! And, most important, give every customer an obviously fresh, rich setting. Cellutex "400" table napkins are the high-quality one-use individual napkins so many prefer today. More freshness (never used before)... more softness because they're fabricized... meal-long service strength because they're fortified. Your choice of king-size, dinner, luncheon, and cocktail sizes (white on white or custom-printed). Cellutex "400" table covers are the first major improvement... the



first modernization of table covers within memory. Bright white... fabricized softness... fortified strength (4 ply)... standard fold (uniform size)... economical. Let the Hoffmaster merchant demonstrate this finer service soon. Write for his name.

HOFFMASTER COMPANY, INC., OSHKOSH, WIS. • HOFFMASTER PACIFIC COMPANY, LOS ANGELES 21

table napkins, table covers, table settings, coasters



machines, has filter and steel kick-plate, and requires no installation.

For more details, including discounts for multiple purchases by individual clubs, write Dept. CM, La Carimali Milano, 150-29 Northern Boulevard, Flushing 54, New York.



This new gas restaurant range by Vulcan is available in silvertone finish, stainless steel or baked black enamel finish.

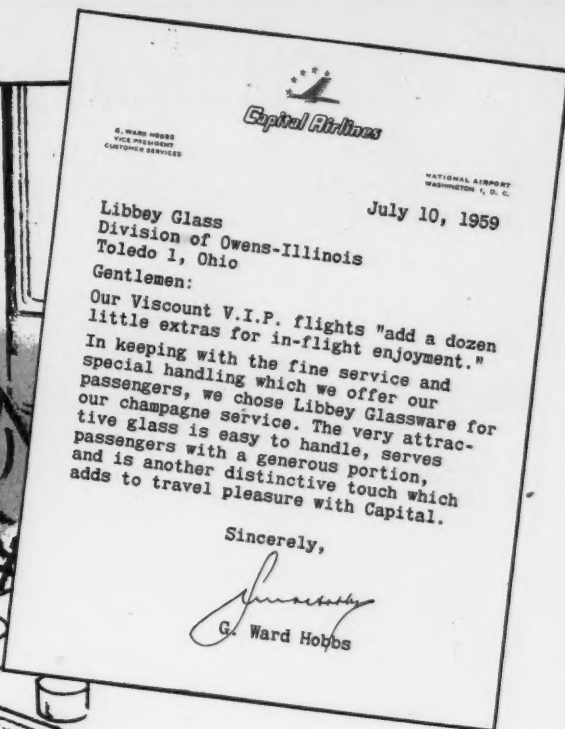
It features non-clog burners, a large cooking surface, a full-size broiler with ceramic burner, an insulated oven and a temperature control from 550 to 250. The griddle is heated from the broiler for economy of fuel.

For more information about this Model 260L-59 and other ranges write Dept. CM, Vulcan-Hart Corp., Box 696, Louisville, Ky.

"At cocktail time, enjoy the world's favorite... Sherry from California" is the suggestion on new table tents offered by the Wine Advisory Board.

These tents, done in white, orange and dark brown which can be imprinted upon request with the individual price per drink, plus menu clip-ons for other kinds of wines are included in a packet, "The Restaurant Manager's Key to Greater Wine Profits."

These samples, designed to help spark dining room wine sales, may be



Libbey Safedge® Glassware is "another distinctive touch which adds to travel pleasure"

On Capital Airlines' V.I.P. flights, "everything is extra but the fare." Every passenger is a Very Important Passenger . . . receives the special treatment which he enjoys.

Champagne service on these luxurious Capital flights is Libbey Glassware . . . lending further distinction to these extra touches.

Whether or not, as Capital does, you offer "champagne in the clouds," the complete Libbey line provides just the glassware you need. It is attractive and durable, for economical operation—with economy further assured by the

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The many lovely patterns in all sizes . . . with matching stemware . . . decorated with your crest or motif . . . and the availability of your every glassware need, when you need it, from one single, reliable source . . . are reasons why Libbey is specified so frequently.

Call your Libbey dealer now for full information on how this fine glassware can benefit you, or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.



Capital's cocktail glass
No. 04300—4 oz.



LIBBEY SAFEDGE GLASSWARE
AN **①** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

PALEN Portable BAR and BACKBAR



Users say
bar pays for
itself in 3 months.

SIZES 5'-0" or 6'-0"

**Increase Liquor Sales—Cut overhead—
Move bar and backbar to immediate area of party**

LOOK AT THE FACTS

- Ideal for party rooms in hotels, private clubs, country clubs, fraternal orders and supper clubs.
- Passes through average doorways and moved on elevators.
- Stainless steel sinks, drainboard and ice compartment.
- Heavy duty casters with brakes on both units. Formica top and front.

THESE FINE PLACES ARE USING OUR BARS

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Palm Beach Biltmore (3)	Sandia Airbase, Albuquerque, New Mexico (3)
Minneapolis Club (4)	Monmouth Hotel, New Jersey
Kenwood Country Club, Bethesda (2)	1200 Beacon St. Hotel, Boston (3)
Cincinnati Country Club (3)	Indiana Club, South Bend (2)

4 Palen Portable Bars in the new La Concha Hotel—San Juan, Puerto Rico

USEFUL ACCESSORIES

HANDY STAINLESS STEEL LIQUOR TROUGH FOR BOTTLES
54" LONG AND SLIPS ON AND OFF EASILY

THE PALEN BAR-ETTE DRAWER WITH GLASS OR STAINLESS
INSERTS FOR FRUITS

**You buy direct from Manufacturer—Write for prices
ASK ABOUT OUR NEW PORTABLE "GUEST ROOM" BAR**

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Since 1915*

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FEDERAL 8-5636

Minneapolis 1, Minn.

ordered free of charge from Dept. CM,
Wine Advisory Board, 717 Market
Street, San Francisco 3, Calif.

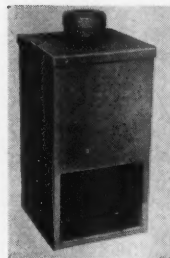


A feature of the Hobart display at the National Hotel Exposition in the New York Coliseum is a D-300 kitchen and bakery mixer.

The mixer has advantages of compact design for sanitation, convenient controls, motor ventilation within the sealed pedestal, a feather-touch lift, a full line of attachments, and new construction features: alloy steel gears and Hobart-built one-half-horsepower motor.

For complete information write Dept. CM, Hobart Manufacturing Co., Troy, Ohio.

A remote electric pre-mix cooling unit which will hold 200 cold, foam-free drinks is now being introduced by Cornelius Co.



The Super-Serve 200 chills drinks at the rate of six per minute and is available in models for serving one to four products. No adjustments are necessary on the cooling unit since all controls are pre-set.

The unit, which plugs into any standard 110-volt electrical outlet, requires a drain but no water connection.

For further information write Dept. CM, Cornelius Co., 201 Oak St., Anoka, Minn.

An after-dinner liqueur with genuine chocolate flavor, "Chokalu," from Van Munching Imports, makes its debut in an unusual totem pole figurine decanter of genuine bone china.

Chokalu is percolated and distilled by the same process developed by

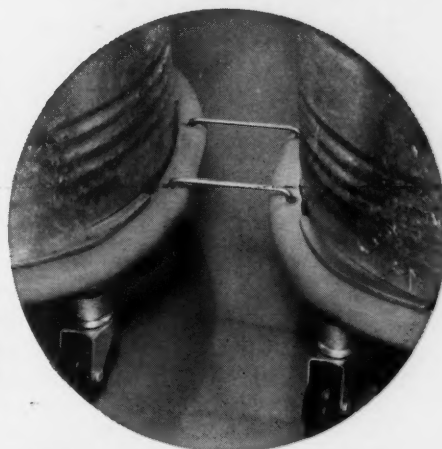
One when you want it...
Two when you need it



The new Dual-Duty "Convertible" by GEERPRES!

Here is a new double-utility mopping outfit that adapts itself exactly to your floor mopping requirements. Need a small outfit for quick mopping of a smaller area? Use 'half' the "Convertible"—one bucket with a wringer. Need a twin-tank unit for larger areas or a two-solution job? Couple two buckets together, add a wringer and you have the complete "Convertible" unit, ready for the toughest floor mopping chore.

Available in 16-, 32- and 44-qt. bucket capacity, the "Convertible" can be teamed up in any combination of sizes. Each bucket is securely mounted on rugged aluminum chassis with ball-bearing rubber wheeled casters; encircled with a steel-reinforced rubber bumper to prevent marring of walls or furniture.



Here's the secret...

Two little steel wire hooks, electroplated for wear and corrosion resistance, do the job. Slip them through grommets and your single bucket becomes a twin-tank unit! Grommets are located behind steel reinforcing band—cannot tear loose. Hooks and grommets are standard on every rubber-bumper equipped bucket.



**STORES QUICKLY, EASILY
IN MINIMUM SPACE**

Two buckets nest easily, securely, occupy floor space of one. No chassis to store.



**TRAILS SMOOTHLY
WITH MOP AS HANDLE**

Single or double, "Convertible" trails easily, quietly. No handle to get in way.

Geerpres
WRINGER, INC.

P. O. BOX 658 MUSKOGON, MICH.



OLD SMUGGLER. Light in body—delicate in flavour—and developed with patience and scruple, Old Smuggler is truly the "Fashionable Scotch." Ask for it by name next time. You will be richly rewarded.

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ask for our new 80 page catalog.
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When in N.Y.C. visit our showroom.

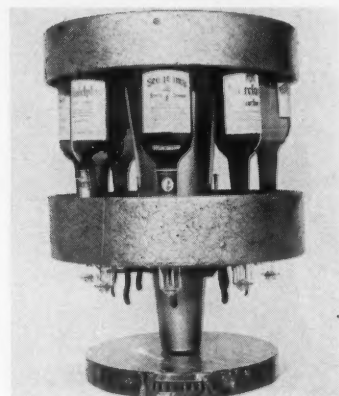
L i b e r t y
Import Corp.

105 Hudson Street, New York 13, N. Y.—Walker 5-6150



Kahlua, of carefully selected cacao beans. Its figurine decanter should be a popular re-use item. The design lends itself to decorative schemes for both home and office. A gold and black gift box accompanies each decanter.

For further information write Dept. CM, Van Munching Imports, Inc., 6 W. 48th St., New York 36.

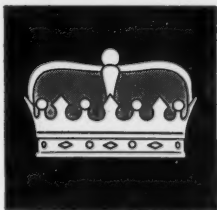


"Imperial," a line of luxury liquor racks available in two models: a lazy susan for either eight or twelve bottles and a straight-line model for five bottles, has been introduced by Auto-Bar Systems.

The units are designed with frames supporting the shields and dispensing assembly in perforated gold finished metal, shields finished in gold speckled with black, a soft illuminating light and a weighted marbelized vinyl base. The shield of the lazy susan model is held in position by three magnets and can be depressed to replace bottles or take meter readings. On the straight-line model the shield is hinged and swings down.

For additional information write Dept. CM, AutoBar Systems Division of American Machine and Metals, Inc., Sellersville, Pa.

SHERATON WEST • DISNEYLAND • WESTERN HOTELS • THRIFTY DRUG • SAFEWAY STORES • AMBASSADOR HOTEL • OWL-REXALL DRUG • ELKS CLUBS • LOS ANGELES CITY HALL • GENERAL MOTORS • FISHERMAN'S WHARF • UNITED AIR LINES • AMERICAN LEGION • HOWARD JOHNSON RESTAURANTS • STAUFFERS • HILTON HOTELS • DALLAS ATHLETIC CLUBS • BEVERLY HILLS HOTEL • TRAVELODGE MOTELS • STANFORD UNIVERSITY • AIR FORCE P. X. • ATLANTIC SEABOARD RAILROAD • SEARS ROEBUCK • REGAL SERVICE STATIONS • CANDELITE INN • AIR FRANCE • Y.M.C.A. • STANDARD OIL • FRED HARVEY RESTAURANTS • RAYTHEON MFG. CO. • W. T. GRANT • JOHNSON & JOHNSON SURGICAL • U OF C RADIATION LAB • PENNSYLVANIA HOSPITAL • CAMELBACK INN • JACK TAR HOTELS •



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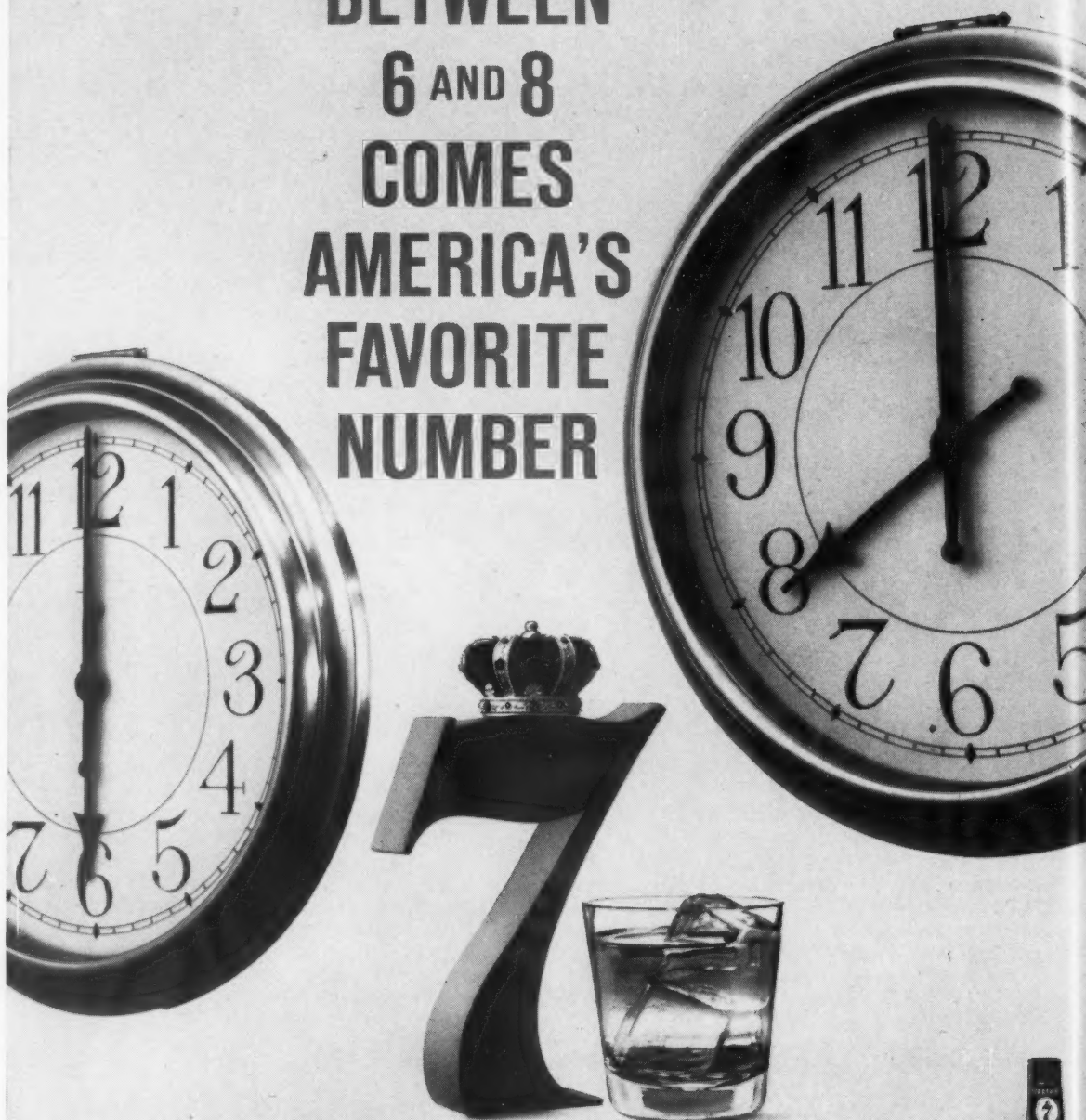
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Top Educational Program for Pittsburgh Conference



Carl J. Jehlen

By Carl J. Jehlen, Chairman
Club Management Institute

THE theme of the 33rd Annual Conference of the Club Managers Association of America to be held at the Penn Sheraton Hotel in Pittsburgh, January 21-23, will be "Planning Today for Tomorrow's Success."

The educational program for this conference is developing into another strong and interesting series of subjects to be offered by Club Management Institute.

Early this year a poll was taken among the membership for their preference of 18 proposed topics for the seminars to be conducted during the conference. A tabulation of some 600 or more questionnaires that were returned provided the committee with an adequate basis for arranging this phase of the program.

The conference will get under way at 9:30 a.m., Thursday, January 21, in the Urban Room of the Penn Sheraton Hotel. The address of welcome will be given by the Honorable David L. Lawrence, governor of Pennsylvania and former mayor of Pittsburgh.

Following association business formalities, the key-note speaker will be John M. Fox, president of Minute Maid Corporation, Orlando, Florida, who will discuss "What It Takes to Be a Manager." Mr. Fox began his business career with International Business Machines Company in 1934, after receiving his B.A. degree from Colgate University. He is a director of Golden Citrus Juices, Inc. of Fullerton, California, is on the board of the National Sales Executives, the Council for International Progress in Management, the American Foundation of Religion and Psychiatry, Inc., the Orlando Youth Center, Inc., and is a former president and honorary mem-

ber of the Sales Executive Club of New York. He is a director of the Jacksonville, Florida, branch of the Atlanta Federal Reserve Bank, and a Business Education Committee member and trustee of the National Committee for Economic Development.

The luncheon speaker on Thursday will be Judge Samuel Weiss, known in the Steel Center for his wit and philosophy.

Following a break after Judge Weiss' talk the first educational seminars will convene.

These seminars are to be one hour long with each subject being given four times; twice on Thursday afternoon and again twice on Friday morning, January 21-22. This means that a person attending the conference can hear four different seminars during the two days. The seminars are going to be limited to 60 persons per session and only that number of admittance cards will be issued for each session. The eight topics and speakers follow:

1. SOCIAL ACTIVITIES: Party planning, types of parties, combining athletic programs with social activities, use of materials, ideas to create atmosphere. **SPEAKER:** Margery B. Leonard, assistant manager of the Washington Athletic Club, Seattle.

2. MENU PLANNING: Composition of a la carte, table d'hôte, banquet and buffet menus. **SPEAKER:** Walter Tode, president, Tode's Incorporated, food consultant to International Hotels and American Airlines and associate professor at Cornell University.

3. ACCOUNTING: Improved methods of control, modern techniques, uniform system of accounts. **SPEAKER:** Arthur E. Iredell, partner, Har-

ris, Kerr, Forster & Company, New York.

4. PERSONNEL: Hiring techniques, training programs, personnel records. **SPEAKER:** Professor C. Oliver, Jr., director, College of Business Administration, University of Florida, Gainesville.

5. FOOD CONTROL: Prefabrication of meat, portion control, simplification of pre-costing. **SPEAKER:** Leo J. Coughlin, staff consultant with Slater Food Service Management, Philadelphia.

6. MAINTENANCE-BUILDING: New and improved methods of cleaning, maintenance and sanitizing, decorating and painting. **SPEAKER:** John C. Salonik, president, Penn Building Maintenance Corporation, Pittsburgh; former manager, Churchill Valley Country Club; present director, Edgewood Country Club, Pittsburgh; president, Western Pennsylvania Golf Association.

7. COMMUNICATIONS: Adequate lines of communication between management and employees, club officers, committee chairmen and club members. How to check on its effectiveness. **SPEAKER:** Dean S. Earl Thompson, Department of Hotel and Institution Administration, Pennsylvania State University, University Park.

8. BRAINSTORMING: Principle and procedure of brainstorming, the technique of securing ideas and suggestions from your associates and its application to club management. **SPEAKER:** Dr. Joseph W. Thompson, director of the School of Hotel, Restaurant and Institutional Management, Michigan State University, East Lansing.

Friday morning, starting at 9:30

(Continued on page 50)



An over-all view of the men's grill at the Greenwich Country Club.

Club Installs Massage Room, New Lockers and Showers

By Forrest C. Davis

General Manager
Greenwich Country Club
Greenwich, Connecticut

WE have recently renovated the entire Greenwich Country Club, adding eight rooms for members, thereby making a total of 40 rooms. We used Huntington furniture and Duo Beds in the studio rooms. All have wall-to-wall Acrilon carpeting.

The locker room has been completed with a total of 410 lockers; there is soundproof ceiling and wall-to-wall Acrilon carpeting.

We have equipped the men's locker room with a new food and beverage bar and have also installed there a massage table, exercycle, sun lamp and steam room with ventilating equipment, even to a circular ceiling thereby eliminating the possibility of condensation.

The ventilating system in the men's locker room permits a change of air every eight minutes. The shower room walls, ceiling and floor are of tile and

we installed eight showers with very fine glass-enclosed doors. Rooms are all equipped with an air conditioning system.

We now are in the process of completing our watering system. First we dug a reservoir, with a storage capacity of 8½ million gallons of water. Then we installed a pump house, with a snack bar adjoining. The pump is capable of pumping 500 gallons per minute. Our course at the club is almost one-third stone and very hilly; we pump 210 feet to the highest point on the course.

This is one of the first systems where Manville transite pipe and Carlon plastic pipe have been used in conjunction with each other. Furthermore, all the work has been done by club employees and set up by our long-range planning committee.

The newly installed snack bar in the locker room of the Greenwich Country Club.



Above is the massage room at the Greenwich Country Club. Below is the shower room.



Trophy Room Popular With Members

THE fresh greens of the fairway and the warm gold of the sun form the color scheme of the newly remodeled trophy room dining room at the Green Acres Country Club, Northbrook, Illinois.

Overlooking the golf course, the recently completed trophy room is the work of interior designer Manny Shein. It is a perfect meld with the outdoor scene that stretches invitingly before the big picture windows that form one side of the room.

Enthusiastic about his new trophy room, Club Manager Glenn O. Gunderson said, "I think it's the nicest trophy room I've ever seen—and it captures the spirit of the club well. The members enjoy this room tremendously," he added. "It's only after the trophy room is filled up that they go into the adjacent grill room." The room serves breakfast, lunch and dinner.

The Green Acres Country Club, which is 35 years old, began a complete remodeling job in 1955. Mr. Shein designed the trophy room, which seats 100, and the new pro shop. He is currently designing second-floor suites and sleeping rooms, with outside balconies, for those members who want to reside at the club all summer. These accommodations will be ready for the 1960 season.

Working with Mr. Gunderson, Designer Shein decided the focal point of the room, aside from the view, should be the display of club trophies. The gleaming awards line the east wall, housed behind special plate glass doors that glide open noiselessly on special ball-bearing tracks. Indirect lighting inside the case illuminates the trophies. The case is set in an area of book-matched walnut—a construction that places facing sides of wood next to each other, emphasizing the beauty of the grain. The clock, set into the wood above the trophy case, uses brass replicas of trophies to mark



Walnut is used extensively throughout the new trophy room at Green Acres Country Club. Sliding, soundproof doors of two and one-half inch thick walnut at west end of room can be slid completely back into end walls. Modern walnut tables are protected by formica table tops with the look of walnut. Captain's chairs are of solid walnut, as is panel surrounding trophy case.

the hours. Deep-pointed brick, painted chalk white, flanks the trophy panel.

"This trophy panel really shows off our trophies as they should be shown off," commented Mr. Gunderson.

The carpet, specially designed and woven by Gulistan, features the club monogram, in leaf green, and a golf trophy, in gold, as motifs against a grass green, non-directional background. Burmese gold leather upholstery, custom-dyed, covers the backs and seats of the modern, solid walnut captain's chairs. Yarns of the custom-made matchstick draperies, picked for their airy look, are dyed to match the greens and gold of the carpeting and upholstery.

The simple, modern walnut tables are protected by formica table tops. Easily-cleaned vinyl wallpaper, with the look of grass cloth, decorates the west wall.

A glass windbreaker, periodically marked by slim columns of walnut, is used opposite the door leading onto the golf course. Invisible, the windbreaker cuts off sudden gusts of wind and adds to the room's feeling of spaciousness.

Live plants bank the windbreaker, and adjoin the picture window wall. Special daylight bulbs in the ceiling keep the plants fresh and green.

Other lights in the room, overhead fixtures, can be dimmed to any level by a rheostat.

At the south end of the room, sliding, soundproof doors of solid walnut two and one-half inches thick disappear completely into end walls, if free access is desired between trophy room and adjoining old grill room.

"The members are pleased, I know that," Mr. Gunderson said, "and I'm certainly pleased. The trophy room is now a most refreshing, relaxing room."

Congress Grants New Relief From Club Dues Taxes

By Walter A. Slowinski
Counsel for CMAA



FOR the second consecutive year, Congress has been responsive to requests for relief in the application of the 20 per cent club dues tax on capital improvement projects.

The tax relief brought about by the "Excise Tax Technical Changes Act of 1958" was summarized in an earlier article (CLUB MANAGEMENT, October 1958). Under that legislation, effective January 1, 1959 as Public Law 85-859 (also known earlier as H.R. 7125 of the 85th Congress), no 20 per cent club dues tax is payable on "assessments" paid for the construction or reconstruction of any social, athletic, or sporting facility (or any capital addition to or improvement of such facility) if the assessment is paid after January 1, 1959, and the construction or reconstruction is begun on or after January 1, 1959. However, certain limitations were set forth more fully in the report of the Senate Finance Committee, as follows:

"Since the exemption is applicable only to assessments for construction, or reconstruction, of a facility, amounts used for the purchase of land will not be exempt from tax. Similarly, the use of funds for the purchase of existing facilities will not be tax exempt. Exemption will be available for the construction or reconstruction of buildings as well as various outdoor facilities, such as tennis courts, swimming pools, and golf courses. Mere upkeep and repairs do not constitute construction or reconstruction."

Although more than a year has elapsed since the 1958 Act became law on September 2, 1958 (effective January 1, 1959), the proposed regulations under the new law are still forthcoming from the Treasury Department and no indication has been

given as to when the proposed regulations may be expected.

In this interim, however, many clubs have pushed forward with their capital improvement projects after obtaining favorable private rulings as to the club dues tax exemption under the 1958 Act from their local District Directors of Internal Revenue or from the Tax Rulings Division of the national headquarters of the Internal Revenue Service in Washington. However, in other instances, because of the limitations in the 1958 Act, or because of the financial complexities of the proposed capital improvement projects, the Revenue Service could not rule favorably.

To alleviate more clubs from the burden of the 20 per cent club dues tax on capital improvement projects, the House Ways and Means Committee favorably reported several amendments on August 24, 1959 in H.R. 8725. These were explained in both House Report No. 992 of August 24, 1959, and later in Senate Report No. 878 of September 2, 1959. The amendments were passed by both House and Senate and later signed by the President on September 21, 1959 as Public Law 86-344.

The House and Senate reports of the Ways and Means Committee and Senate Finance Committee, respectively, explain the new amendments, as follows:

Exemption for Capital Improvements In the Case of the Club Dues Tax

In the case of the 20 per cent club dues tax, the Excise Tax Technical Changes Act of 1958 provided an exemption for assessments for capital improvements. It was indicated that this exemption was granted because the construction or reconstruction of capital facilities represents especially heavy burdens for many clubs and that it was unfortunate to add to this already heavy burden by the imposition of a tax.

Experience under this exemption has suggested the desirability of several refinements. First, reference to exemptions only for "assessments" for capital improvements has limited the application of the exemption to dues since the terms "dues" is defined as including any assessment. This precludes an exemption for initiation fees even though the amounts collected are used for the construction or reconstruction of otherwise qualifying capital improvements.

Second, the exemption is not available in the case of assessments for required furnishings and fixtures since such amounts are not for the "facility" being constructed or reconstructed.

Third, there is no indication in the present exemption as to how long after the payment of the assessment the construction or reconstruction may occur, or how specific the plans must be for this construction or reconstruction.

In view of these problems section 3 of this bill rewrites this exemption to provide for the problems referred to above. First, it provides an exemption for amounts paid for dues or membership fees or as initiation fees (instead of referring only to assessments which relate only to dues).

Second, it provides an exemption not only in the case of the construction or reconstruction of a social, athletic, or sporting facility or for a capital addition or improvement in such a facility, but also for certain furnishings or fixtures (including installation charges) for such a facility. To qualify the furnishings or fixtures must be required by reason of the construction or reconstruction for the use of the facility upon the completion of the work. For example, this would include required furniture, drapes, carpeting, refrigerators, etc., for a new facility, or for any portion of an existing facility which is reconstructed.

Third, the exemption is limited to amounts spent for construction or reconstruction or required furnishings or fixtures within 3 years after the date of payment by the club member. The tax on amounts not so spent becomes payable immediately after the expiration of the 3-year period and in

Mr. Slowinski, counsel for the CMAA, is resident partner in Washington, D. C., for the Chicago law firm of Baker, McKenzie & Hightower.

this case is payable by the club rather than the member. The shift in the incidence of the tax in this case is provided because of the problem which would otherwise be presented in attempting to trace back to members of the club 3 years earlier.

These changes are made effective for amounts paid on or after the first day of the first month beginning more than 10 days after the date of enactment of this bill. In addition, the amounts paid must be for construction or reconstruction of a facility begun on or after January 1, 1959, or for furnishing or fixtures for such a facility upon its completion.

Since the President signed Public Law 86-344 on September 21, 1959, the effective date becomes November 1, 1959 (the first day of the first month beginning more than 10 days after the enactment of the Bill).

The new amendments therefore clarify the 1958 Act by setting the

period during which the amounts must be spent for the capital improvements (three years after date of payment by the member). They also greatly liberalize the exemption by including not only amounts paid as "assessments," but also amounts paid as dues or membership fees or as initiation fees. It will be of maximum importance to clubs to segregate very carefully all such assessments, dues, and initiation fees so as to prove upon audit by a Revenue Agent that such amounts were designated and actually used (or will be used) for capital improvements. More details on this provision should be expected in the proposed regulations under this new provision.

The new law also helps clubs which have already undertaken new capital improvement projects since January 1, 1959, with "furnishings or fixtures" being included in such projects. Under

the 1958 Act, amounts paid for such furnishings or fixtures (including installation charges) might not have been allowed exemption from the 20 per cent club dues tax because they were not "constructed or reconstructed," but were actually "acquired." The new law makes it clear that amounts paid for such assets, including furniture, draperies, carpeting, refrigerators, etc., will qualify if these assets are required for the use of the facility upon completion of the construction or reconstruction work.

On the administrative level, it is understood the Internal Revenue Service will continue to issue private rulings where possible on the applicability of the club dues tax exemption to specific projects, even though the proposed regulations under both the 1958 and 1959 Acts are still awaiting publication in the *Federal Register*.

Country Club Operations

THE large country clubs were the only group to have dues income available for members' equity in 1958, according to the tenth annual country club study prepared by Horwath & Horwath, accountants and consultants.

The excesses of expenses over dues income shown by the small and medium-sized clubs equaled 11.4 per cent and 8.9 per cent, respectively, of dues collected for 1958, compared with excesses of expenses of 7.6 per cent of dues for both the small and medium-sized groups in 1957. On the other hand, the large clubs had an excess of dues income over expenses equal to 1.3 per cent of the dues collected for 1958, compared with an excess of income equal to 1.0 per cent of the dues collected for 1957. The clubs supplying operating data for this study are divided into the following groups:

- 16 small country clubs, each with membership dues income of under \$100,000 (including a regular assessment in one of the clubs);
- 23 medium-sized country clubs, each with membership dues income of between \$100,000 and \$200,000 (including regular assessments in five clubs);
- 11 large country clubs, each with membership dues income of between \$200,000 and \$300,000 (including regular assessments in four clubs); and
- 2 very large country clubs, each with membership dues income of over \$300,000 (including a regular assessment in one of the clubs).

Breaking down the dues dollar of the three groups of country clubs, we find it was spent in the following ways:

	Small Clubs	Medium Clubs	Large Clubs
Dues	100.0c	100.0c	100.0c
Clubhouse operations	34.8c	43.7c	41.5c
Golf and grounds	41.2	29.5	24.5
Other outside activities	2.4	2.1	2.5
Fixed charges	19.7	17.2	16.8
Depreciation and rehabilitation ..	13.3	16.4	13.4
Total	111.4c	108.9c	98.7c
Dues available for members' equity r—red figure or deficiency	11.4c	8.9c	1.3c

Eleven clubs reported increases in the annual dues per regular member over the preceding year, while eight of the clubs raised the initiation or entrance fees charged to regular members. The annual dues and entrance fees charged by the 52 clubs participating in this study are summarized as follows:

Small Clubs

Annual Dues Per Regular Member

\$100	1
\$150-\$190	3
\$200-\$225	3
\$250-\$290	4
\$300-\$400	5
Total	16

CLUB MANAGEMENT: NOVEMBER, 1959

Entrance Fees Per Regular Member

\$100 and under	5
\$200-\$250	3
\$300-\$400	2
\$500	5
\$2,000	1
Total	16

Medium Clubs

Annual Dues Per Regular Member

Under \$300	5
\$300	4
\$350-\$375	8
\$400	3
\$420-\$450	3
Total	23

Entrance Fees Per Regular Member

\$400 and under	6
\$500	7
\$600-\$800	3
\$1,000-\$1,550	5
\$2,000-\$3,000	2
Total	23

Large Clubs

Annual Dues Per Regular Member

Under \$300	5
\$325	1
\$425-\$480	3
\$500-\$600	3
\$720	1
Total	13

*Entrance Fees
Per Regular Member*

\$500 and under	5
\$850	1
\$1,000-\$1,500	3
\$2,500-\$3,000	2
\$4,000	2

Total13

The rise in total club payroll over 1957, however, was even greater than the increase in total income, including dues and assessments, in all three groups of country clubs. The restaurant departmental payroll was also higher than in the preceding year in all three groups, but only in the medium-sized clubs was the increase evident in the ratio to total food and beverage sales.

The restaurant departmental profit of the medium-sized clubs reflected the rise in payroll in spite of decreases in the food and beverage costs per dollar sale. The ratio of the departmental payroll to total food and beverage sales showed no change from 1957 in the small clubs, but the ratio of the departmental profit to sales was down as both the food and beverage costs per dollar sale showed rises.

Only in the large clubs did the restaurant departmental profit show an improvement, but this improvement,

due to cuts in the food and beverage costs per dollar sale, was less than the increase in total dues and assessment income.

Average food checks were reported by 19 of the clubs as follows:

\$4.59	\$3.29	\$3.06	\$2.76	\$2.35
4.50	3.19	2.96	2.75	2.23
3.97	3.16	2.95	2.50	2.15
3.81	3.07	2.86	2.46	

Only the small clubs showed an increase in the gross maintenance cost of the golf course and grounds, as measured by the average ratios to dues, although the total gross maintenance cost of the large clubs also rose 5 per cent over 1957. While the total gross maintenance cost of the medium-sized clubs was practically the same as in the preceding year, there was a decrease of 1.7 points in the average ratio to dues and a reduction of one dollar in the average cost per golf course hole. These expenses increased \$94 per golf course hole in the small clubs and \$138 per hole in the large clubs.

The greens and grounds maintenance payroll, which constitutes approximately 70 per cent of the gross maintenance costs, rose 10 per cent in the large clubs, 8 per cent in the small clubs and 2 per cent in the

medium-sized clubs, compared with 1957. It should be pointed out, however, that these golf and grounds costs do not include any fixed costs (improvements, additions, replacements or depreciation) nor any fixed charges, such as real estate taxes, property insurance or interest on borrowed capital. The net cost of golf and grounds, after the addition of golf shop, caddy and tournament expenses and the deduction of greens fees and other golf income, was \$1,783 per hole in the small clubs, an increase of 5 per cent over 1957 and one of 2.1 points in the ratio to dues. In the medium-sized clubs, the net cost of golf and grounds was \$2,190 per hole in 1958, a decrease of 1 per cent from the preceding year and one of 2.8 points in the ratio to dues. The net cost per hole in the large clubs was \$2,769, an increase of 6 per cent over 1957 but a decrease of .5 of a point in the ratio to dues since total dues and assessments increased at an even faster pace.

Since the "Uniform System of Accounts for Clubs" is followed in compiling this study, the results of those clubs already following the system will be most easy to compare with the operating results shown in this study.

Fire Prevention for Clubs

By Walter E. Morgan

V.P., Industrial & Marine Division
Walter Kidde & Co.
Belleville, New Jersey

SINCE earliest times the cry "fire" has meant terror and destruction to man . . . and well it should. Probably no other event causes such damage and loss of life annually.

It makes little difference if the fire occurs in a club, industrial plant, store or home. It is almost sure to bring severe financial losses and too often injury or loss of life to people.

While annual loss figures exclusively for clubs are not available, there were over 25,000 fires reported in the miscellaneous class (includes clubs) which contributed \$65,000,000 to 1958's total fire loss of \$1,305,000,000.

The tragedy of fire lies in the fact that most fires could have been avoided. Carelessness and ignorance are fire's best helpers.

In broad terms let's look at fire, its causes, preventative measures and extinguishing equipment.

Fire is classified into three groups. Class A comprises ordinary combustibles such as wood, paper and cloth. Class B is flammable liquid, and Class C involves electrical equipment. As these categories suggest, different extinguishing agents are approved for use on each. No one agent is appropriate for use on all.

Before going into extinguishing equipment, let's see what can be done to minimize the possibility of fire. In the club, or in the home, the story's the same.

Fire experts blame cigarettes for about a third of all fires. What can you do to fight this hazard? Keep plenty of ash trays handy. Put them wherever members congregate. Keep an eye out for smoldering cigarettes and glowing matches. If carelessly discarded, they can set a fire in no time.

Misuse of electrical equipment is the second highest cause of blazes.

Electrical equipment, especially that bearing the seal of the Underwriters', is normally safe to use and given proper care will perform satisfactorily for years. But like anything else, if abused or neglected, it can cause trouble.

How much importance do you attach to the common, everyday fuse? Let's hope it's plenty, for this vital link may some day stand between you and a destructive fire. The fuse acts, in effect, as the safety valve of the electric circuit. When an electric line overheats, due to an overload—the fuse melts, breaking the circuit. If the fuse has been replaced by a substitute—a penny for example—the line will continue to overheat, causing the insulation to burn off and a fire to break out. To be on the safe side, use only the fuse called for.

When frayed or broken electric cords are discovered on your premises, replace them immediately and try to avoid "handyman" repairs. Many people think the application of adhesive tape will make a cord as good as new, but fraying is actually a danger sign that should be heeded to ward off further trouble. It means the insulation has outlived its usefulness.

Check your entire electrical system at least once a year. By anticipating trouble, you can often forestall it. The money spent in this way may save your property later.

Flues, ducts and chimneys should be checked frequently for rust spots, loose bricks or other defects. Repairs must be made immediately if such gaps are found since escaping sparks and embers account for a shocking number of fires each year.

There's a lot you can do to prevent a storage room fire. Good housekeeping is imperative. Cartons, crates, packing cases, excelsior and other flammable debris should not be allowed to accumulate. You can't have a fire if there's nothing for it to feed on.

Oily rags, partially-used cans of paint, cleaning supplies and similar material, exposed to air, are often the cause of spontaneous ignition fires. Such flammable materials should be kept in tightly-covered metal containers where they will be denied the oxygen necessary to start a blaze.

We recommend certain extinguishing agents for use on the three classes of fires. Class A (ordinary combustibles) fires require a quenching agent. This means water, foam, or soda-acid.

For fires in burning liquids (Class B), and electrical fires (Class C), we suggest carbon dioxide or dry chemical. Carbon dioxide and dry chemical are most used for extinguishing Class B and C fires. While they both quell a blaze by smothering it (excluding oxygen) and are non-conductors of electricity, each has specific, advantageous characteristics.

When considering club fire safety, prompt fire detection becomes obvious. Many club fires start at night when the premises frequently are unoccupied. They are well advanced by the time they are discovered.

A number of types of fire detectors are available which will sound a prompt alarm when fire strikes and, if desired, transmit the alarm to a central station or Municipal Fire Headquarters.



Shown here is the Flint (Mich.) Golf Club ablaze.

One system constantly analyzes air samples and sounds an alarm whenever smoke is present, even before any smoldering breaks out into open flame.

A second fire detection device depends on heat. The apparatus works on the temperature-rate-of-rise principle. Any undue temperature rise in a protected space causes an expansion of air in small copper tubing mounted on the ceiling or above a moulding. The tubing may be painted to match the ceiling. The two ends of the tube terminate at a detector. This expanded air moving in opposite directions through the tubing enters the detectors and acts on two opposing diaphragms. The pressure forces them together and closes an electrical circuit which sounds an alarm.

A third type of detector is a spot-type unit and can be combined with other components to create a complete fire alarm system. If desired these systems can cause fire doors or windows to close, shut off air-conditioning fans which might spread smoke and confusion, and can automatically perform other functions in addition to triggering an alarm.

Last, but not least, is this important point. No fire extinguishing device is any better than the people available to operate it. Be sure that your employees know what to do in a fire emergency and how properly to operate the equipment you have provided. In the majority of cases, your local fire department will be delighted to work with you in employee fire safety training.

The Rosedale (Pa.) Country Club is shown here, with the fire sweeping the entire club.

Photos courtesy National Fire Protection Association



CLUB MANAGERS ASSOCIATION—SAN FRANCISCO AND BAY AREA CHAPTER MENU SURVEY

Prices Based on a Full Course Dinner Including Starter, Salad, Entree, Dessert & Beverage

Compiled by Joe E. Castillo, Secretary-Treasurer—1959

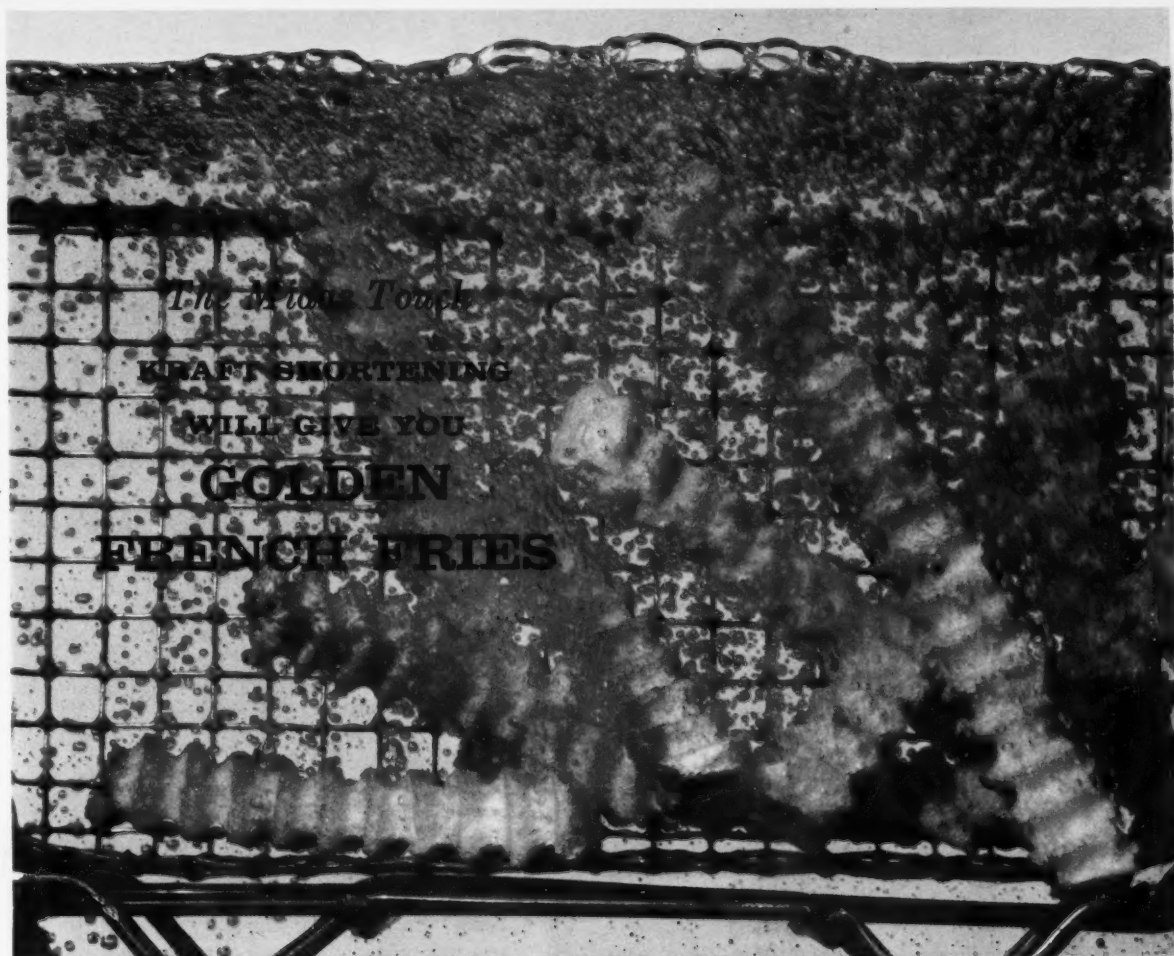
ENTREES	1	2	3	4	5	6	7	8	9	10	11	12
ABALONE	2.50	2.75	3.50	2.85	3.25	3.15	2.95	2.95	4.25	2.75	3.25	2.60
MOUNTAIN TROUT	2.25	3.00	3.50	...	3.25	3.15	2.95	3.25	4.50	2.75	3.00	3.00
FILET OF SOLE	2.25	2.50	3.25	1.95	3.25	3.15	2.65	2.95	3.90	2.75	3.00	2.50
SEA BASS STEAK	2.25	2.50	3.25	1.95	3.25	...	2.75	2.95	4.00	...	3.00	2.60
LOBSTER THERMIDOR	3.00	3.75	4.50	3.00	3.25	3.85	3.95	3.50	4.50	3.25	4.00	3.50
OYSTERS, ALA CLUB	2.50	2.50	3.50	1.95	3.25	3.15	2.85	2.95	4.20	2.75	3.25	2.60
SALMON	2.25	2.50	3.50	2.20	3.25	...	2.85	3.15	4.00	2.75	3.25	3.00
PRAWNS	2.25	2.75	3.25	1.95	2.85	2.95	4.10	2.75	3.00	2.65
REX SOLE	2.25	...	3.50	1.95	3.25	3.15	2.85	2.95	4.00	2.75	...	2.50
CHICKEN, FRIED—BROILED	2.30	2.75	3.50	1.95	3.50	3.15	2.75	3.25	4.00	2.75	3.50	2.90
ROAST CAPON	3.50	...	3.50	...	3.25	3.25	...	3.25	3.75	2.90
SQUAB, WILD RICE	4.50	...	3.75	3.85	4.00	3.50	6.50	3.25	4.00	...
MIXED GRILL	4.00	2.75	4.00	3.85	...	3.25	4.50	3.50	4.00	2.85
SWEETBREADS	2.25	2.75	3.50	2.25	3.50	2.95	4.25	...	3.50	3.75
VEAL SCALLOPINI	2.30	3.00	3.50	2.10	3.95	...	3.00	3.25	4.00	2.75	3.75	2.75
VEAL CUTLET	2.25	2.25	3.50	2.15	3.95	3.15	2.75	3.15	3.90	2.75	3.50	2.75
HAM STEAK	2.45	2.75	3.50	2.10	3.50	3.15	2.75	3.25	4.50	2.75	3.25	3.00
PORK CHOPS	2.30	2.25	3.25	2.15	3.75	3.15	2.75	3.15	4.20	2.75	3.50	2.85
LAMB CHOPS, DOUBLE	3.50	3.25	3.75	3.25	4.00	3.60	3.75	3.50	4.75	3.25	4.25	3.80
ROAST LEG OF LAMB	2.30	2.50	3.50	...	4.00	3.60	3.50	2.95	4.50	2.75	3.75	2.75
SWISS STEAK	2.30	2.50	3.50	1.95	3.50	3.15	4.25	2.75	...	2.90
SIRLOIN STEAK	3.50	3.00	3.75	3.25	4.75	...	3.75	3.50	4.75	...	4.95	3.00
CHOPPED SIRLOIN STEAK	2.50	2.00	3.25	1.95	3.50	...	2.50	2.95	4.50	2.75	3.50	4.75
NEW YORK STEAK	4.50	4.00	4.75	3.85	4.75	4.25	4.75	4.75	5.50	4.50	4.95	5.00
FILET MIGNON	4.75	4.00	4.75	3.80	4.95	...	4.75	4.75	5.75	4.50	4.95	3.75
ROAST PRIME RIBS OF BEEF	3.50	3.75	4.00	3.10	4.50	3.85	3.25	3.50	5.25	3.50	4.25	...

GREEN FEES—CADDY RATES—ELECTRIC CARTS

Information Compiled in 1959

Green Fees	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Tuesday-Friday	5.00	5.00	5.00	3.50	3.50	3.00	5.00	3.00	6.00	5.00	5.00	5.00	5.00	3.00	5.00
Saturdays	5.00	6.00	7.00	5.00	5.00	5.00	7.50	5.00	7.00	5.00	6.00	7.50	5.00	6.00	5.00
Sundays	5.00	6.00	7.00	5.00	5.00	5.00	7.50	5.00	7.00	5.00	6.00	7.50	5.00	6.00	5.00
Holidays	5.00	6.00	7.00	5.00	5.00	5.00	7.50	5.00	7.00	5.00	6.00	7.50	5.00	6.00	5.00
Tournaments	5.00	6.00	6.00	3.50	3.50	3.50	7.50	3.50	...	5.00	6.00	6.00	5.00	4.00	5.00
Caddy Rates															
A Base 9 Holes	1.75	1.75	2.00	1.50	1.75	1.75	1.75	1.75
A Base 18 Holes	3.50	3.50	3.50	3.00	3.50	3.50	3.50	3.50	4.50	3.50	3.50	4.00	3.00	3.50	3.50
Electric Carts															
9 Holes	4.00	5.00	3.00	4.00	4.00	4.00	4.00	4.00	4.50	4.00	4.50	4.00	4.00
18 Holes	7.00	8.00	6.00	6.00	7.00	7.00	7.00	7.00	7.50	7.00	7.00	...	7.00	7.00	6.00

This information has been compiled for the San Francisco and Bay Area Chapter by Joe E. Castillo.



Success Story: How to Sell More French Fries

"With the sandwich go potatoes!" This "order from headquarters" enabled a Midwest Drive-In organization to increase their volume in french fries to over a million pounds a year.

As the vice president and general manager of the 23-unit chain explained it to me, most customers come in for a sandwich and beverage.

"Many times they have to be given the suggestion to order french fries as an accompanying

dish," he stated, pointing to a sales chart.

And how does this chain of Drive-Ins suggest french fries? With point-of-sale posters, with table tents, by waitress suggestion, on two TV shows a week.

Result: French fries are sold to more than half of the customers they serve. Using frozen french fries, they sell a 5-oz. portion for 20¢. Mark-up is 3 1/3 times the 6¢ portion-cost. As you can see, these are profitable extra sales to make.

12 STEPS TO PERFECT FRENCH FRIES

1. Fill your fryer with Kraft Red Label—made from ultra-refined, hydrogenated vegetable oils.
2. Melt shortening at low temperature—about 200°.
3. Set at 200° during hold-over periods.
4. Fry frozen french fries just as they are. If raw potatoes are used, be sure they've been properly conditioned and prepared for frying.
5. Raw potatoes should be dried off before frying.

6. Fry frozen french fries (3/8" cut) 2 minutes at 375°. Fry raw potatoes for 6 minutes at 375°. Otherwise blanch for 4 minutes at 350°. Later fry off as needed at 375° for 2-3 min. Note: For fast-recovery kettles use 350°.
7. Don't overload fryer. 1 lb. potatoes to 8 lbs. Kraft Red Label Shortening is a good ratio.
8. Don't salt potatoes over fryer.
9. Drain french fries well before serving.
10. Strain or filter fat at least once a day.
11. Clean fryer frequently, daily if necessary.
12. Don't economize on shortening. Kraft Red Label will give you superior french fries at low cost.



KRAFT FOODS Division of National Dairy Products Corporation



prepared from
KRAFT bases

popular soups make profitable sandwich "combos"

The natural affinity between soup and sandwiches makes it easy to pair them on the menu. Such combinations attract customers, build volume and profits.

For proof, witness the emphasis placed on soup 'n' sandwich "combos" in the food service operations of retail chains. It's profitable for them . . . and for you!

Especially if the soups are prepared the simple, labor-saving, low-cost way—from Kraft Soup Bases. Many chefs who were trained in stock-pot cookery now use Kraft Bases exclusively. By relying on Kraft Soup Bases your cooks can consistently make superior soups. Besides it's a

simple matter to plan portions and control per serving costs with Kraft Bases.

Keep all five Kraft Soup Bases on hand. Available in Chicken—1 and 4-lb. jars; CS Base with Chicken Fat, also Beef Flavored, in 1, 4 and 25-lb.; Ham Style Base in 1 and 25-lb.; and Onion Soup Base in 8-oz. and 2-lb. jars.

Summary of Soup Base Facts: Recently, a university-conducted study proved that a high-grade soup base will save preparation time, eliminate labor operations and produce results equal to the stock-pot product . . . Look at the economy of using Kraft Bases:

KRAFT SOUP BASE COST-PER-PORTION CHART

Product	Jar Size	Add Water	Portion *	No. of Servings	Portion Cost
Chicken Base	1-lb.	5-gals.	6-oz.	106	.0150
CS Base with Chicken Fat	1-lb.	5-gals.	6-oz.	106	.0111
Soup Base flavored with Beef Extract	1-lb.	5-gals.	6-oz.	85	.0131
Ham Style Soup Base	1-lb.	5-gals.	6-oz.	106	.0082
Onion Soup Base	8-oz.	5-qts.	6-oz.	27	.0626

Kraft's five fine Bases are the starting points for many soups. Here's an easy-to-make specialty to promote on your menu!

SAVORY POTATO SOUP

Amount per serving: 1 cup

INGREDIENTS	50 Servings	INGREDIENTS	50 Servings
Onions, finely chopped	2 c.	Kraft Instant Potatoes	4½ c.
Kraft Oleomargarine	¾ c.	Kraft Chicken Base	½ c.
Water	2¼ qts.	Salt	2½ tbsp.
Milk	2 gals.	Pepper	½ tsp.
Green Onions, chopped			

Sauté onion in margarine. Add remaining ingredients except the chopped green onions. Stir until the mixture comes to a boil. Simmer about 10 minutes, or until soup is slightly thickened. Serve garnished with chopped green onions.

For Vichyssoise, strain the soup, chill thoroughly and garnish with chopped chives or green onions.

Whichever you suggest—soup with a sandwich, a sandwich with soup, or a one-price "combo", it's a sale worth making. And any soup you make with a Kraft Base rates high in menu popularity.



CLUB MANAGERS ASSOCIATION—SAN FRANCISCO AND BAY AREA CHAPTER

This Survey was compiled in May 1959—Joseph E. Castillo, Secretary-Treasurer

GENERAL INFORMATION

1 Limit for cashing checks (dollars)	150.00	100.00	No limit	50.00	No limit	No limit	25.00	100.00	50.00	50.00	25.00	200.00	No limit
2 Minimum charge for child's plate	1.50	1.25	1/2 Menu	10	1/2 Menu	1.50	1.25	1.25	1/2 Menu	1.50	2.50	No limit	No limit
3 What is child's age limit?	12	12	10%	10	Yes	Yes	Yes	12	12	15	12	Yes	Yes
4 Does club pay employees insurance?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5 Do members contribute to Christmas Fund?	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes
6 Do members contribute to Christmas Caddy Fund?	Yes	No	No	Yes	Yes	Yes	No	No	No	Yes	No	Yes	No
7 Size of highball glass used	8	8	5	8	6 & 8	5	8	6	7	60	70	6	8
8 Charge for Bar Bourbon	.50	.55	.60	.50	.35	.60	.50	.60	.60	.60	.70	.60	.75
9 Charge for Bar Scotch	.55	.55	.60	.50	.60	.60	.50	.60	.65	.65	.70	.65	.75
10 Size of drink poured (ounces)	7 1/2	1	7 1/2	1 1/2	1	1	1	1	1 1/2	1 1/2	1 1/2	1	1 1/2
11 Average monthly bar cost	* 30.00	32.00	30.00	33.00	28.00	30.00	35.00	33.00	35.00	35.00	29.00	34.00	34.00

MEMBER PARTY INFORMATION:

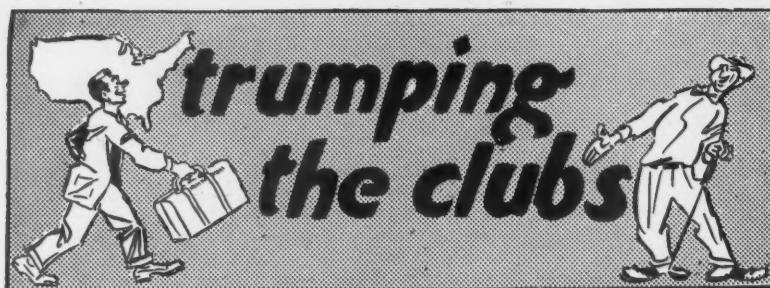
1 Charge for P. A. System	7.50	15.00	No	200.00	15.00	200.00	15.00	No	150.00	15.00	15.00	15.00	15.00	15.00	15.00
2 Minimum charge for ballroom (dollars)	200.00	15.00	No	200.00	15.00	200.00	15.00	No	150.00	15.00	15.00	15.00	15.00	15.00	15.00
3 Charge for Check room attendant	7.50	12.00	15.00	
4 Charge for Police Office	18.00	20.00	15.00	
5 Charge for Hors d. (cold) per person	1.00	1.5050	
6 Charge for Hors d. (hot & cold) per person	1.50	2.5050	
7 Charge for Champagne (Calif.) per bottle	2.50	1.00	
8 Charge for Champagne (Import) per bottle	5.00	6.00	4.50	
9 Charge for Corgage (Champagne) Per bottle	8.00	9.00	6.00	
10 Charge for Fruit Punch (per gallon)	2.00	3.00	2.00	
11 Charge for Champagne Punch (per gallon)	3.00	5.00	2.50	
12 Charge for Champagne Charge (party)	15.00	20.00	2.50	
13 Minimum Dinner Charge (party)	2.25	2.75	2.50	
14 Minimum Dinner Charge (party)	4.00	4.00	3.75	
15 Is a Gratuity added to check?	Yes	No	Yes	No	Optional	No	

GENERAL INFORMATION

1 Limit for cashing checks (dollars)	25.00	10.00	50.00	100.00	No limit	50.00	100.00	50.00	25.00	50.00	25.00	50.00	50.00	No limit
2 Minimum charge for child's plate	\$ less menu	1.50	1.50 up	\$1 less menu	3.50
3 What is child's age limit?	12	12	10	12	12	12	12	12	12	12	12	12	12	12
4 Does club pay employee insurance?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5 Do members contribute to Christmas Fund?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6 Do members contribute to Christmas Caddy Fund?	No	No	Yes	No	No
7 Size of highball glass used	6	6	7	6	7	8	6	5.5	8	6	5	6	6	7
8 Charge for Bar Bourbon	.60	.60	.60	.60	.70	.70	.55	.60	.65	.60	.50	.60	.60	.70
9 Charge for Bar Scotch	.70	.65	.65	.60	.70	.70	.55	.60	.65	.70	.50	.60	.60	.75
10 Size of drink poured (ounces)	1 1/2	7/8	1 1/4	1 1/2	1 1/2	1 1/4	1	1 1/2	1 1/4	1 1/2	1	1	1 1/2	1 1/4
11 Average monthly bar cost	34.00	32.00	32.00	34.00	34.50	33.00	34.00	39.00	40.00	34.00	33.00	33.00	33.00	33.00

MEMBER PARTY INFORMATION:

1 Charge for P. A. System	No	No	200.00	125.00	No	75.00	No	No	No
2 Minimum charge for ballroom (dollars)	No	No	200.00	125.00	No	75.00	No	No	No
3 Charge for Check room attendant	10.00	10.00	
4 Charge for Police Office	Cost + \$3	
5 Charge for Hors d. (cold) per person	1.50	Cost plus	1.50	Cost plus	1.50	1.75	
6 Charge for Hors d. (hot) per person	1.50	Cost plus	1.50	Cost plus	1.50	2.50 doz.	
7 Charge for Hors d. (hot & cold) per person	3.00	Cost plus	3.00	Cost plus	3.00	2.50 doz.	
8 Charge for Champagne (Calif.) per bottle	4.50	Cost plus	4.50	Cost plus	4.50	5.00	
9 Charge for Champagne (Import) per bottle	6.50	Cost plus	6.50	Cost plus	6.50	7.50	
10 Charge for Corgage (Champagne) per bottle	1.50	Cost plus	1.50	Cost plus	1.50	2.00	
11 Charge for Fruit Punch (per gallon)	3.00	Cost plus	3.00	Cost plus	3.00	5.00	
12 Charge for Champagne Punch (per gallon)	6.00	Cost plus	6.00	Cost plus	6.00	12.00	
13 Minimum Lunchon Charge (party)	5.00	Cost plus	5.00	Cost plus	5.00	2.25	
14 Minimum Dinner Charge (party)	6.00	Cost plus	6.00	Cost plus	6.00	2.75	
15 Is a Gratuity added to check?	Optional	Optional	2.75	2.75	Cost plus	2.75	No	5.00	No	No	No	
	Yes	Yes	4.00	4.00	Cost plus	4.00	Yes	2.50	Yes	No	No	
	No	No	Cost plus	No	No	No	No	
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Robert L. Harrington

Robert L. Harrington, assistant manager of the Country Club of Birmingham, Ala., for the past three years, has been appointed manager of the Country Club of Charleston, W. Va.

Mr. Harrington reports that golf was first introduced to America in Charleston about October, 1794. The country club was chartered in 1901.



Frank J. Thomas, who for the past eight years has been employed as assistant manager in charge of restaurants at The Union League of Philadelphia, has been appointed manager of the Saucon Valley Country Club, Bethlehem, Pa.

Mr. Thomas replaces John F. Gordon who has taken a position with the Bethlehem Steel Company.



Henry Rogge has been named assistant manager in charge of restaurants by the Union League of Philadelphia to fill the vacancy caused by the resignation of Frank J. Thomas, who has been appointed manager of the Saucon Valley Country Club, Bethlehem, Pa.

Mr. Rogge was graduated from the Hotel Trade School in Lucerne, Switzerland, and has had extensive experience in fine food service abroad and in this country.

Robert H. Thompson, has announced his forthcoming retirement as manager of Detroit Golf Club, after serving for 15 years.

In 1919 Mr. Thompson joined the staff of the Hotel Statler in Detroit and became assistant manager. Then 18 years later he became manager of Detroit Yacht Club, during which time he was elected president of the Detroit Club Managers Association.

Mr. Thompson and his wife have bought a lot in Florida.



Charles R. Bangs, vice president of the Detroit Chapter, has resigned after seven years as manager of Bloomfield Hills Country Club, Bloomfield Hills, Mich., and has purchased Maxim's Restaurant in Miami Beach with E. E. Dale Shaffer, owner of the Detroit Race Track.

Mr. Bangs' wife, Edna, and their children, Terry Lee and Mary Therese, will remain in their Birmingham (Mich.) home until the end of the school term.



The Amarillo Country Club, under the managership of John W. Atwood, has added a new dining room lounge, offices and grill to the club at a cost of \$300,000.

The club has 830 members and is equipped with an 18-hole golf course, swimming pool and tennis courts.

Mr. Atwood has been with the Amarillo Club for three years and was former manager of the Tower Club in Oklahoma City.



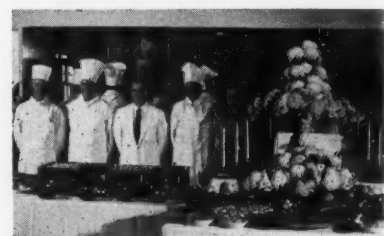
Norman L. Sheffield

Norman L. Sheffield has been appointed manager of the Royal Palm Yacht and Country Club, Boca Raton, Fla., it was announced by Milton N. Weir, Jr., club commodore.

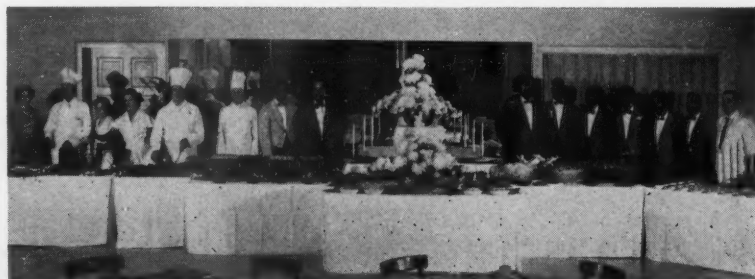
Mr. Sheffield, who has managed the Lauderdale Yacht Club, Fort Lauderdale, Fla., for the past five years, has been actively engaged in the resort hotel and club management fields for 22 years. A graduate of the University of Massachusetts, Mr. Sheffield has been at such clubs as Hillsboro Club, Pompano Beach, Fla.; Everglades Club, Palm Beach; and the Dunes Club, Narragansett, R. I.



Gunnar Samson has resigned as manager of the Harbor Highlands (Mich.) Ski Club and has been named manager of Holiday Hills, a Traverse City, Mich., ski enterprise.



Below and above to the right are views of a recent buffet at Amarillo Country Club.



CLUB MANAGEMENT: NOVEMBER, 1959

Crystal Clear SEXTON GELATINE



*Sealed in flavor...
holds up longer at room temperature*

SEXTON GELATINE desserts and salads look appetizing, taste delicious and give you a remarkable low cost per serving.

You can do so much more with Sexton Gelatine—from a simple square of plain gelatine to a fancy molded salad or dessert. The cost—just pennies per serving.

Sexton adds the magic of sealed in flavor to the ease and economy of gelatine servings.

Your molded salads and desserts will retain their refrigerator shape longer at room temperature—because of the special blending of Sexton Gelatine.

Your Sexton representative will be glad to demonstrate the remarkable variety, quality and economy of Sexton Gelatine. See him soon or write: John Sexton & Co., P. O. Box J.S., Chicago 90, Illinois.

FAMED FOR FINE FOOD FOR OVER 75 YEARS

Sexton *Quality Foods*



Sexton Gelatine is packed in vacuum tins, in either No. 10 or No. 2½ sizes, assuring longer shelf life.

Write advertisers you saw it in CLUB MANAGEMENT: NOVEMBER, 1959

ONOX[®]

SKIN TOUGHENING PREVENTS ATHLETE'S FOOT

Skin specialists say the best way to prevent Athlete's Foot is to increase the skin's resistance to fungus growth*. That's what Onox does. It keeps shoe-softened skin as tough and healthy as your hands.

Onox has been used for many years by clubs, schools, and over 70% of the largest U. S. companies for the treatment and prevention of Athlete's Foot.

*American Pub. Health Assoc., Oct. 15, 1954



new footsprayer CUTS COST 50%

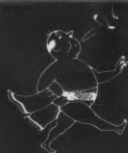
60-DAY TRIAL OFFER

*includes Footsprayer
and solution*

If you are not completely satisfied after 60 days use, you pay nothing . . . just return the sprayer freight collect.

Easy to use.
Bathers step on treadles.
Four jets spray feet.
Sanitary, easy to keep clean.
Uses only half as much solution as the sponge footmat.
Reduces cost to 1/10c per treatment.

*Write for FREE brochure
with complete information
including medical opinions.*



ONOX INC.

Dept. D, 121 Second Street, San Francisco 5, Calif.

Warehouses: Cleveland • Jersey City • New Orleans • Newark, Calif.



Jacob Dowey

Jacob Dowey, assistant manager of the Down Town Club, Philadelphia, died September 13 of a heart attack.

A member of the board of directors of the Philadelphia Chapter of CMAA, and of the Philadelphia Chapter of the Executive Stewards and Caterers Association, Mr. Dowey was a former regional director of CMAA.

He is survived by his mother, Mrs. Rose Dowey, two brothers and two sisters.

Mr. Dowey was born in 1911 in Lebanon and came to the United States at the age of nine. He was employed at the Down Town Club in 1933 and promoted to assistant manager in 1945 in which capacity he served until his death.



J. A. (Jim) Sherertz, manager of the University Club of Peoria, Ill., sent us a clever promotional piece announcing the opening of the club's new glassed-in charcoal grill which is in full view at the north end of the Grill Room.

Illustrated on an over-size postcard it tells of the opening special meal: top sirloin steak, baked Idaho potato with sour cream dressing, chef's salad with choice of dressing, creme de menthe sundae, a drink, rolls and butter, plus free wine with the meal for \$3.25.



Don Edic, manager of the Medinah (Ill.) Country Club, sent copies of its monthly publication, "The Camel Trail," which gives information about the members.

The slick-back magazine is handsomely illustrated and contains interesting pieces on new members, the junior set, life on the college campus, parties, other social events and even the junior-junior set.



Robert A. Schmidt

Robert A. Schmidt, who was manager of the McHenry (Ill.) Country Club for three and a half years and other clubs, died on September 9. Mr. Schmidt was taken ill (hypertension) shortly after leaving the McHenry club a year and a half ago, but continued working until a week before his death.

Mr. Schmidt reopened the new Lilac Lodge in Hillside, Ill., last December. He left there in the spring and managed the American Legion Club in Elmhurst, Ill., until June when he accepted the position of steward at the Butterfield Country Club, Hinsdale, Ill. He is survived by his wife, June.



Jane and Gene Gilmartin (he is manager of the Cleveland Yachting Club) are the parents of a red-headed girl born August 4 and named Page Foley Gilmartin.



Tam O'Shanter Country Club, Niles, Ill., early this fall was hit by a tornado which cut a swath more than 1000 feet wide along the 5th, 7th, 11th, 13th and 14th fairways. Chief damage was to trees, and it will run to several thousands of dollars. The course was closed for two days to get broken limbs off of it. Some 97 trees were damaged but are expected to be saved by trimming and 24 trees were damaged beyond repair. It was the worst windstorm ever to hit the club.



Mr. and Mrs. Howard Duckworth have announced they will leave as managers of the Spring Lake (Mich.) Country Club on January 1 after many years of service. They have not announced future plans.

The Duckworths, who were married in 1935, have been in management work as a team more than 20 years. They have managed Spring Lake since 1946, and before that were at the Schuler Hotel in Grand Haven, Mich.



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Oliver P. Matter, 44, manager of Plum Brook Country Club in Ohio, was killed September 10 in an accident when his station wagon hit a truck near Sandusky, Ohio.



William R. Reich, manager of the Seawane Harbor Club, Hewlett, New York, and a long time member of the CMAA, writes that he plans to spend the winter at his apartment house in Delray Beach, Fla., which he purchased last year.



The Guadalajara Country Club in Guadalajara, Mexico, held its 17th annual amateur golf tournament Octo-



Shown here are some of the participants in a recent presentation in St. Louis of the new bottle for Haig & Haig Five Star Scotch by Renfield Importers. The new bottle design, introduced last month, required eight years of planning and testing. There are three new designs: one for fifths, with a gold cap which doubles as a jigger; for tenths; and for half pints. Small bottles are "flask type," fitting into the pocket. In the photo, from the left: James A. Riordan, Missouri representative for Renfield; Sam Fillat, Central division manager, Renfield; Dave Sherman, Sr., head of Paramount and Mid-Continent liquor distributors; Jack Birnbaum, vice president in charge of sales, Renfield; Bud Conrad and John Conrad, Conrad, Inc., St. Louis; W. G. Whittaker, W. G. Whittaker & Co., Springfield, Sedalia and Joplin, Mo.; and Cliff Barton, Macon (Mo.) wholesaler. Also attending the St. Louis meeting was Don Zulau, Renfield advertising manager.

ber 7 to 11. Besides golf, the week included a variety of activities.



William C. Wooddell, manager of the University Club of Akron, has sent us a copy of the 50th anniversary edition of the club news bulletin, telling of its founding by two young college men, R. W. Brouse and J. T. Johnson, one autumn day in 1909.

From an original membership of 17, the ranks have grown to include over 1000 members of which 755 are active. An array of social events, athletic facilities and University Club show productions mark the span of 50 years from a beginning when poker was the chief club activity.

L. A. (Lee) Vaughn, D. W. (Dow) Harter and E. H. (Ted) Brooks remain as active club participants from the original 17 members.



Jack Wrather, Los Angeles and Texas industrialist, has acquired ownership of the distinguished Kona Kai Club on Shelter Island in San Diego Harbor from C. Arnholt Smith.

John J. Palermo will continue as manager of the club. Mr. Wrather has stated that there will be no change in operation but, in time, expansion of existing facilities will be put into effect as the growth of the club requires it.

Mr. Wrather, who assumed control November 1 is president of Stations KFMB and KFMB-TV, owner of the Disneyland Hotel in Anaheim, L'Hori-

zon Hotel in Palm Springs and Twin Lakes Lodge in Las Vegas.



A. J. Donadeo, who has been manager of Churchill Valley Country Club, Pittsburgh, since 1946, on September 24 was promoted to general manager with a corresponding increase in salary. During the time Mr. Donadeo has been manager, Churchill Valley has spent more than \$500,000 in building completely new facilities.

Working with Mr. Donadeo the past six years was President Sam J. Merriman, who was recently honored by the club's membership with a dinner at which he was presented with a set of golf clubs. The following day Mr. Merriman successfully broke in the new clubs by scoring a hole-in-one on the tricky 293 yard fifth hole.



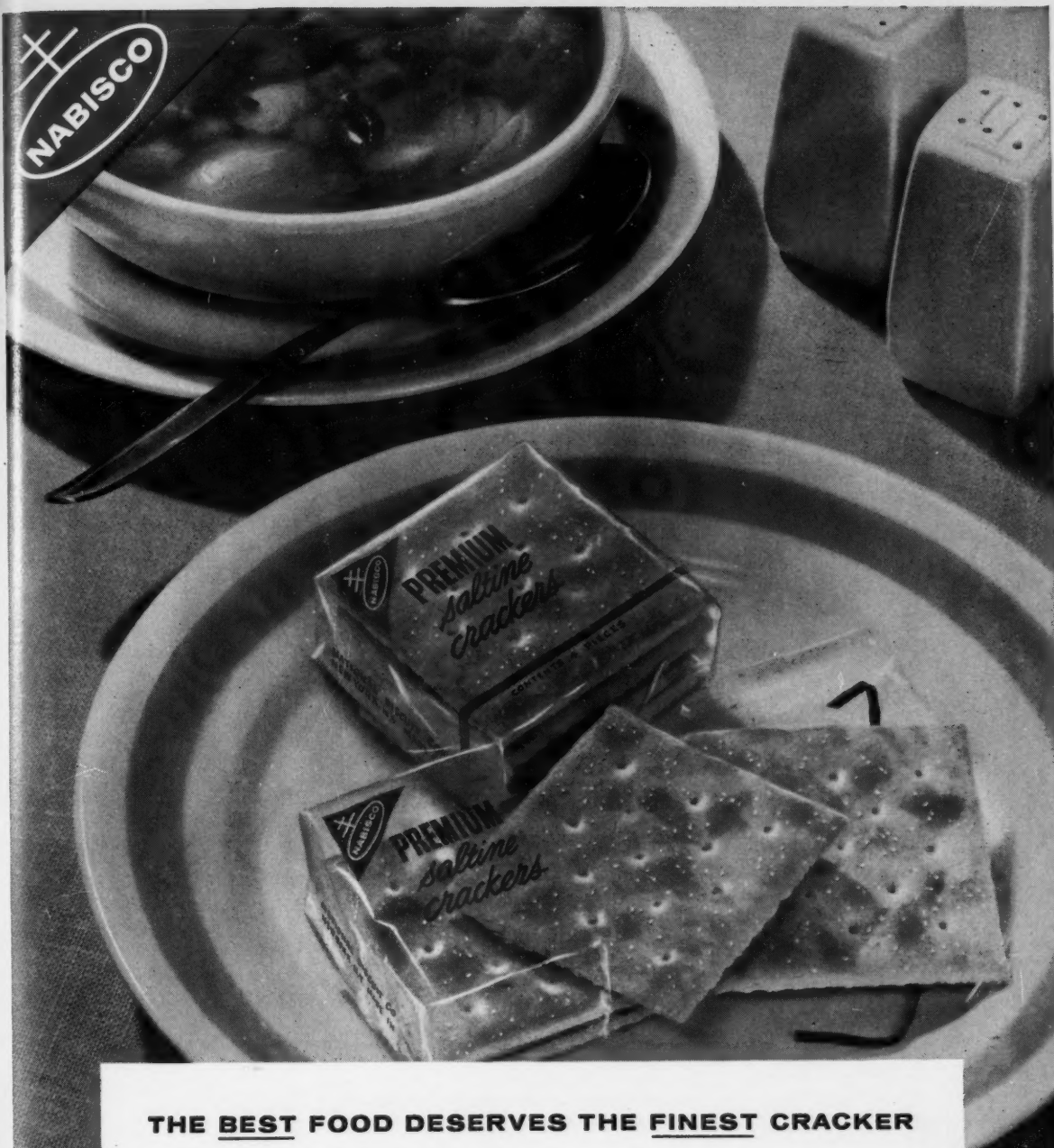
George LaBaj, assistant athletic director of the Cleveland (O.) Athletic Club for many years, is congratulated by manager Clem Young as he assumes new duties as membership and public relations director of the club. Athletic Director Jimmy Lee looks on. Mr. LaBaj, who is very popular with the members has been with the club for 29 years.

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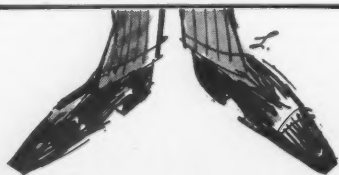
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Shown here are Mr. and Mrs. Jack O'Neill (he is manager of the Country Club of Decatur, Ill.) and Howard Conger (right), assistant manager. The occasion was a recent cocktail party and buffet which was held at the club and which was termed a tremendous success.



Ken Meisnest, manager of the Washington Athletic Club, returned to Seattle from a five-day trip to Hawaii as a member of Governor Rosellini's Washington State Business-Goodwill Mission with reports of the "tremendous growth in Honolulu since my last visit to the islands in 1952. Many big hotels have been built since that time, but accommodations are still far short of the demand."

Mr. Meisnest investigated club life there and enjoyed a fine luncheon with a dozen club managers at the Oahu Country Club.



Tom VanDyke, former manager of the Atchison Country Club and Atchison Elks Club, Atchison, Kan., has taken over active management of the Hiawatha (Kan.) Country Club.

Mr. VanDyke has been in the restaurant and club business for a number of years.



Thomas M. Devlin has been named manager of the Sedgefield Country Club Inc., Greensboro, N. C., to succeed Leslie B. Smith. Mr. Devlin was formerly manager of the Greenbriar Hills Country Club, the Bath and Tennis Club, St. Louis, and the Quincy (Ill.) Country Club.



Sherfield W. Robertson, former assistant manager for two years at the Chevy Chase Club, Chevy Chase, Md., has been appointed superintendent of special services, CAT Staff Club, Tainan, Taiwan, China.

Mr. Robertson, who was born in 1914 in Columbia, Miss., began his career as assistant manager at Baton Rouge, La. Country Club in 1931, was later manager of the Del Mar Staff NCO Open Mess, Camp Pendleton,

Calif., from 1944 to 1946 when he became manager of the 12 Area Officers' Club and Open Mess there. In 1948 he served as manager of the Officers' Club and Open Mess at Camp Lejeune, N. C.

Mr. Robertson has had almost 20 years of club management experience both in the U. S. Marine Corps, and before entering the service.

His wife, Mildred, and two daughters, Judith Ann and Cynthia Jean, have joined him in Taiwan.

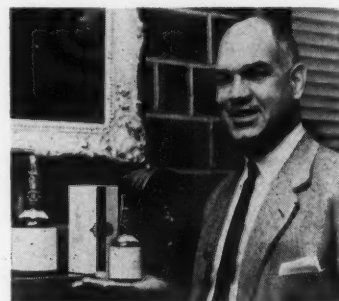


Capt. Donald M. Blauvelt, of Officer's Open Mess in Fort Stewart, Ga., writes that they are conducting a search for clubs which would be willing to furnish copies of their menus. These would be added to their present collection containing menus from all over the world.



Pony Bottle

Julian P. Van Winkle, Jr., vice president and director of sales and advertising for Stitzel-Weller, proudly



compares the Very Old Fitzgerald "pony bottle" to its parent four-fifth quart size. The marketing of this "pony" bottle was prompted by Mr. Van Winkle's desire to enable more people to sample this connoisseur bourbon.

Named Vice President

Stephen L. Abelov, western region sales manager for Angelica Uniform Co., has been appointed a vice president of the company.

Mr. Abelov has been with Angelica since 1945 when he joined the company as a sales representative. He advanced to assistant sales manager in the eastern division in 1950 and was appointed western region sales manager in 1956.

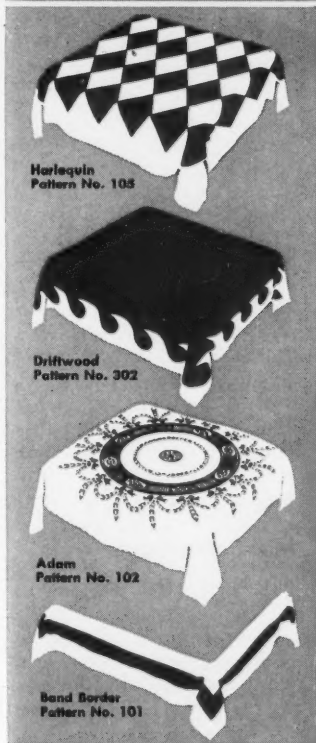


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BOOK REVIEWS

A Training Guide for Restaurant Sales Personnel is an instructional manual for orienting salespersons in the proper techniques of giving quality service. Written by H. Robert Kinker, Walter T. Day and Robert L. Huxol, the 125-page book contains both subject material and teaching methods.

It is explicit, detailed and well organized. The book is designed for teaching a course based on the principle that "knowing why" adds to personnel skill. The course includes tips on duties of the salesperson, customer relations, dining room and kitchen techniques, "pampering" the unusual customer plus a special word-book of the most frequently used menu terms.

For the manager who wants interested workers who know how to render "top notch" service this book is ideal for instruction.

The book costs \$2.50 and is available from Wm. C. Brown Company, Publishers, Dubuque, Ia.

The General Foods Kitchen Cookbook uniquely combines the significant steps of menu-planning, entertaining and serving. The skills of some 130 women—home economists, food technicians, professional writers and homemakers—are blended in this cookbook. It is arranged in complete meal situations.

More than a thousand tested and approved recipes are given on this book's 448 water and grease resistant pages with 24 full-page color illustrations and line drawings.

The cookbook is published in two editions—a regular trade edition for \$4.95 and a deluxe edition for \$7.50 which includes an attractive wrought iron combination wall-holder and counter-easel. It is available from General Foods, White Plains, New York.

CLUB MANAGER

Attractive opening for manager of the 57 year old Ravisloe Country Club, Homewood, Illinois (a suburb of Chicago). A first class club with beautiful plant and 18 hole course. Jewish membership. Swimming pool. Complete modern dining facilities. 270 members. Open actively April 1 to November 1. A first class food man and good administrator required. WRITE TO: Mr. Harry Himmel, President, giving full outline of experience and references.

New Proof Jigger



Here is shown how the new "proof selector" jigger on Stitzel-Weller's Old Fitzgerald is calibrated to instantly "accommodate" Old Fitz to any popular proof desire, in any of the three most used drink sizes.

Photo shows (1) front of new jigger, (2) jigger measuring 90 proof 1½ ounce drink, (3) measuring 100 proof 1 ounce drink, (4) measuring 86 proof 2 ounce drink. To attain desired proof in drink, simply pour Old Fitz in glass or shaker, add ice and soda to customary height. Club managers who would like one of these jiggers may obtain one by writing to Dept. CM, Stitzel-Weller, Station D., Louisville, Ky.

Holiday Ice Promotion

Increased demands for ice during the busy holidays are being stressed in a new ice promotion by Scotsman.

Managers of clubs and other food and beverage outlets will be reached through publication advertising, direct mail and news stories, and will be offered a new 48-page booklet entitled "New Ideas on Ice." For a copy write Dept. CM, Scotsman Ice Machines, Queen Products, Albert Lea, Minn.

Big Year for Angelica

The sales for Angelica Uniform Co.'s fiscal year ended July 31 were the highest in the firm's history, it has been announced by Willard L. Levy, president. He reported that sales increased 24% over the previous year, and Mr. Levy credited part of the increase to the trend toward more color and fashion in uniforms in clubs and leading restaurants and hotels.

Named Pacific Manager

James P. Garvey has been named Pacific division manager for Van Munching Imports Co., it was announced by Leo Van Munching, president. Mr. Garvey covered the western part of the U. S. and the Overseas Far East division for a major distiller for 13 years before joining Van Munching.

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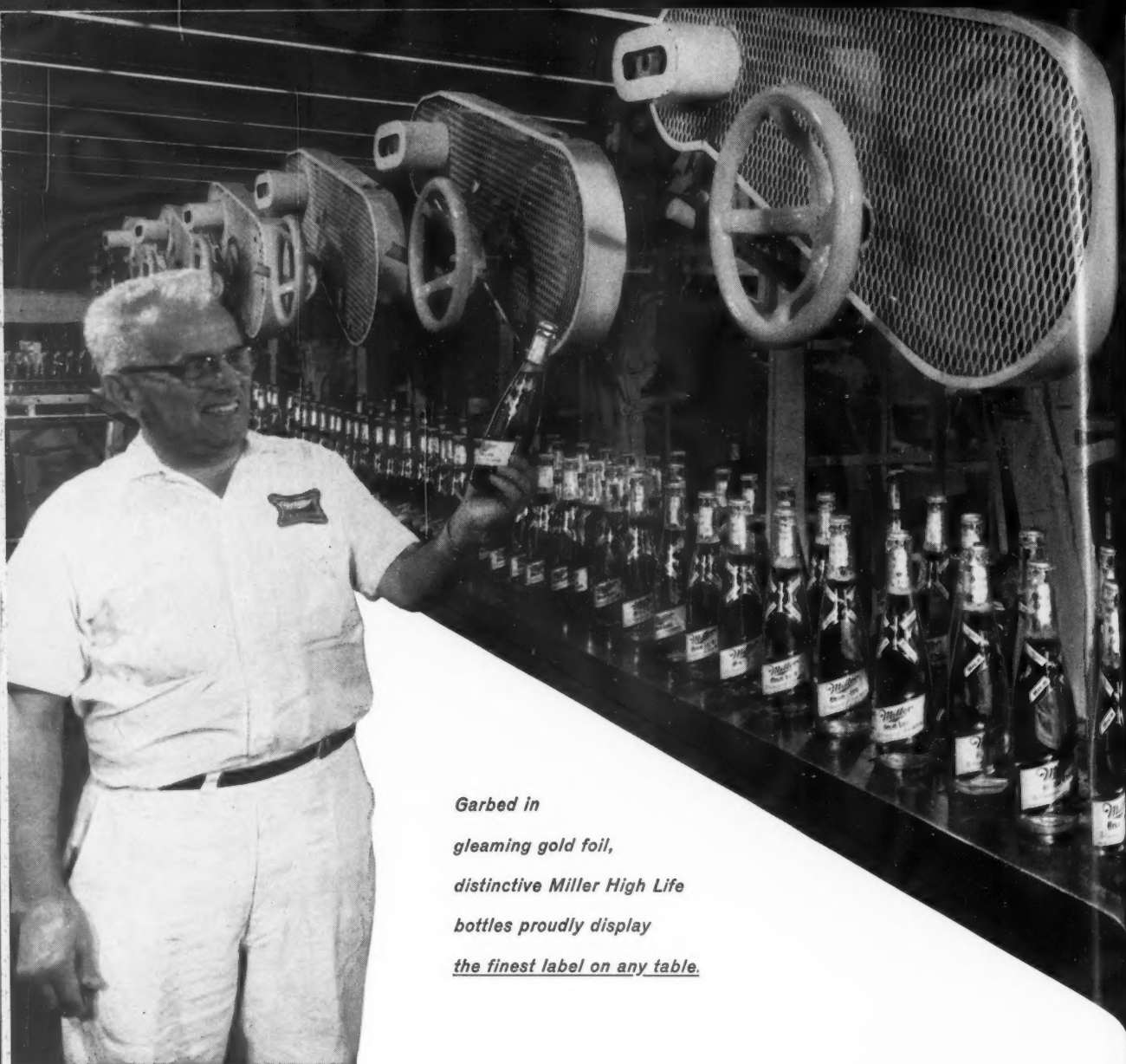
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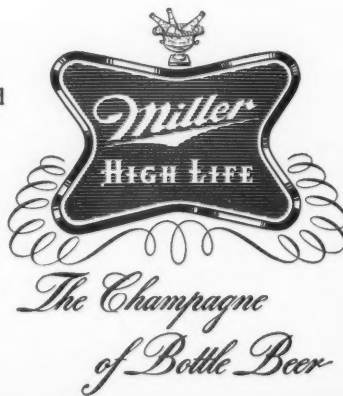
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"The Cathedral of Learning" at the University of Pittsburgh.

PITTSBURGH—200 Years Later

ON the night of August 14, 1945, Pittsburgh joined the nation in celebrating the end of World War II. The Golden Triangle was vibrant with cheers, the sound of marching veterans, the shrills of uncontrollable horns and whistles.

It was a time for celebrating a well-earned victory. Pittsburgh's people and industries had made an unparalleled contribution to the war.

But Pittsburgh, like many a GI, came out of the War tired and grimy. Its prewar clothes didn't fit, and they were out of style. One hundred eighty-seven years of hard-fought industrial development had left many scars. A heavy black smog, once hailed as the sign of prosperous times, hung over the city like a shroud. Floods were a constant threat to the city, its people and its industries.

Today, as the city celebrates its 200th birthday anniversary, Pittsburgh stands as a tribute to the vision and efforts of man to rebuild his community. No longer do the 1,500,000 area residents apologize for the

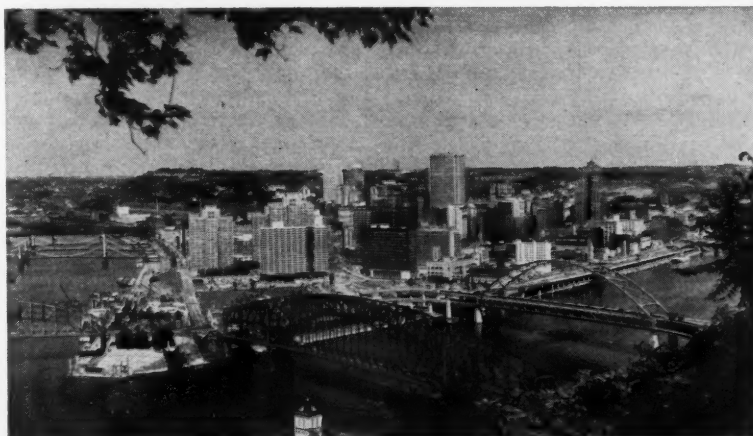
smoke, the floods, the tarnished Triangle, or the apathy among its public leaders and influential citizens. The reason: these conditions don't exist.

Natives and newcomers alike are now proud of their "New Pittsburgh."

Reports about the near \$3 billion redevelopment program have stirred imaginations throughout the world, inspiring leaders in other cities to similar undertakings.

What has come to be called a ren-

Shown here is the Golden Triangle of Pittsburgh, showing the new Hilton Hotel and the new double-deck bridge.



CLUB MANAGEMENT: NOVEMBER, 1959



The Fort Pitt blockhouse, which is being used as a "trademark" by the Pittsburgh CMAA Conference Committee.

aissance actually started with the control of smoke and floods—two of the city's age-old enemies. Throughout the city's long history, coal and the three mighty rivers—the Monongahela, Allegheny and Ohio—have been Pittsburgh's greatest benefactors. Exploited and unshackled, however, these two resources of nature rebelled and became the greatest stumbling blocks to progress.

The battle against floods was stirred by the infamous St. Patrick's Day Flood of 1936 which left 100 million dollars in damage and 36 lives in its wake. Aroused Pittsburghers prevailed upon the Federal Government to construct a series of major flood control projects. Eight of the major projects are now complete—reducing future flood crests at Pittsburgh by more than 10 feet.

Meanwhile, two hard-hitting smoke abatement ordinances, one by the city and the other by Allegheny County (of which Pittsburgh is the county seat) were passed to regulate the density of smoke. As a result of these stringent measures, total smoke has been reduced by 90 per cent and heavy black smoke by 98 per cent.

Conquest over flood and smoke sparked a new spirit of civic enterprise and this was translated with the demolition of scores of old buildings.

Pittsburgh began at the Point in 1758, and it was here, also, that the history of the New Pittsburgh began. Beginning in May, 1950, wreckers hammered to the ground a group of nondescript commercial buildings crowded into 59 acres. The state reserved and began developing 36 acres into Point State Park built around the Fort Pitt Blockhouse, last remnant of the old redoubt built by the British in 1764.

Part of the park project is the con-

struction of two new bridges, one over the Allegheny and the other over the Monongahela, and a new traffic cloverleaf to relieve rush-hour traffic congestion.

In the adjacent 23 acres, Equitable Life Assurance Society of America has erected three stainless steel-clad skyscrapers. Another one is now in construction. Also in the Gateway Center project is the new aluminum-skinned office building to house the Pittsburgh offices of the Commonwealth, and a new office headquarters of the Bell Telephone Company. Still another structure, the 800-room Hilton Hotel, is scheduled for completion soon.

Uptown, almost simultaneously rose two other skyscrapers which assure Pittsburgh's position as the steel and aluminum capitals of the world. The new 30-story Aluminum Company of American building is faced entirely in aluminum, an architectural innovation. A block away is the new United States Steel-Mellon skyscraper which towers 41 stories. Altogether, more than 52 new buildings have joined the Pittsburgh skyline since the renaissance began. Merchants also have spent millions cleaning their buildings of old grime.

Between the U. S. Steel and Alcoa buildings, an acre of business properties was leveled for Mellon Square park and underground garage. The park was made possible through a multi-million dollar gift from the Mellon family. The garage is the project of the Pittsburgh Parking Authority—a quasi-public agency which has also built five other downtown off-street parking sites. One other project, now nearing completion, will bring the total number of off-street parking spaces built since the renaissance to 5300.

Deemed just as essential as parking in the solution of traffic problems are new highway arteries. The state is presently building a \$140 million non-toll expressway which will carry autos and other vehicles non-stop from the east suburbs, through downtown, to the west suburbs. The parkway will also provide direct access to the new Western extension of the Pennsylvania turnpike, a project which in itself has reduced congestion downtown by enabling through traffic to skirt the city.

The parkway ends in the west at an interchange which leads to the new Greater Pittsburgh Airport. Opened in 1952, the \$40 million airport, financed through federal and county funds, is the second largest in the world. Plans are now underway to equip the airport as a jet terminal with an \$8 million runway to be completed sometime in 1960.

While the construction of modern transportation facilities and new office buildings has been an important phase of Pittsburgh's renaissance, it by no means tells the entire story. Of primary consideration has been the elimination of hundreds of acres of slums and blighted areas.

Since the 1920's, the Lower Hill, a cobblestone jungle that choked off the eastern fringe of the Golden Triangle, was deteriorating. For every acre used for housing, 88 persons fought the worst civilized elements to survive. Under a broad, imaginative program now nearing completion, the Urban Redevelopment Authority of Pittsburgh has cleared and demolished the 95-acre tract. Housing Authorities relocated the 8500 persons who lived there.

Sometime in 1961, this area will contain a new pattern of streets, the Crosstown Boulevard; and a combination civic auditorium-sports arena with a unique retractable roof. Many other slum areas throughout the Pittsburgh area have also been torn away for new projects.

Correlated to these improvements has been an influx of many new industries in the Pittsburgh area. Since 1950 alone, more than two dozen major plants have begun operations in the area, providing thousands of additional jobs.

Keeping pace with the new arrivals and vitally as important is the fact that the city's existing industries and businesses have launched expansions and renovations amounting to more than a billion dollars in the last decade.

Jones & Laughlin Steel Corp., for example, is investing \$121 million in its growth here. Biggest single item

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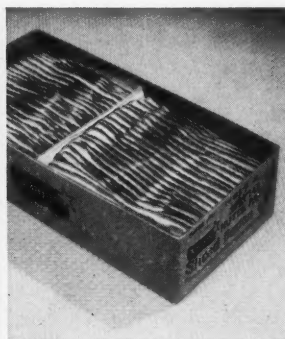
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was a \$74 million investment for a new 11-furnace open hearth shop in its Pittsburgh Works.

A new vinegar building, a warehouse building and a research center are included in the multi-million dollar expansion of H. J. Heinz Co., one of the city's oldest and best-known firms.

United States Steel Corporation, smaller steel fabricators and steel users, the railroads, the utilities and scores of small business houses—all have made notable contributions to the economic progress.

It is impossible to over-emphasize the value of industry in the cooperative venture to rebuild the city. They have poured millions into civic projects, while at the same time bettering their own lots through plant expansions and construction of gleaming new research centers on the city's outskirts.

Today, Pittsburgh ranks as one of the world's great industrial research capitals. No less than 67 major research centers now circle a 35-mile range of the granddaddy of all industrial research facilities, Mellon Institute of Industrial Research, located in the Oakland section of Pittsburgh.

In late 1957, on the eve of Pittsburgh's Bicentennial, Pittsburgh had

the world's first full-scale plant using atomic fuel to produce electricity. Largely due to the research efforts of one concern, Westinghouse Electric Corporation, which built the reactor for the new power station at Shippingport, Pittsburgh has gained world recognition for its commercial application of the atom.

Research and education go together. Realizing that no community can continue to prosper unless it increases the opportunities for its young men and women to learn, the industrial and civic leaders who have nurtured Pittsburgh's renaissance are both interested and generous to the physical and intellectual growth of the city's five colleges and universities.

Their gifts have helped the University of Pittsburgh to erect or acquire \$50 million worth of new buildings; Duquesne University to initiate the largest expansion in its 76-year history; Carnegie Institute to open the nation's first Graduate School of Industrial Administration and start another \$24 million expansion; and Chatham College and Mount Mercy Academy to complete improvements of their own.

Meanwhile, in the shadow of the 42-story Cathedral of Learning of the University of Pittsburgh, more than a thousand men and women are helping

to create a world free of disease and suffering. These are the aspirations of doctors and nurses, of researchers and scientists at the burgeoning University of Pittsburgh Health Center, where seldom-equalled community philanthropy has dedicated in the last ten years nearly \$50 million worth of new structures devoted to patient care, research and education.

Yearly, the 24 hospitals and clinics in the Health Center admit 35,000 patients for the best possible medical care. Equally significant is the important research work now underway which has already produced the anti-polio vaccine of Dr. Jonas E. Salk. Today, the Health Center compares with the best in the world.

Special recognition of Pittsburgh's revitalization cannot be given any one agency or individual. It has been the work of a number of organizations such as the Urban Redevelopment Authority, the Allegheny Conference on Community Development, the Regional Planning Association, ACTION-Housing, Regional Industrial Development Corporation, The Chamber of Commerce of Pittsburgh and many others.

There really is no end to the Pittsburgh renaissance. This can be only a report of where Pittsburgh stands as it celebrates its 200th birthday.

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Pittsburgh Clubs Among Nation's Finest

THIS month, in this special section, CLUB MANAGEMENT salutes the clubs of the Pittsburgh area. Many of these clubs are among the finest in the country and some of them will be visited by CMAA members at the Pittsburgh Conference next year.

Beaver Valley Country Club, Beaver Falls, Pa., was founded in 1897 and today has 342 members. Manager Lynn E. Bauter has been with the club for six years. The first clubhouse was finished in 1902 and continued in operation until destroyed by fire in 1916. An old, large residence was used as the clubhouse until 1947-48 when it was 75 per cent razed and a new clubhouse was built, completely air conditioned and boasting the latest in decor and furnishings. Club initiation fee is \$200 and annual dues are \$241.20.

Brackenridge Heights Country Club, Tarentum, Pa., is managed by Leo H. Cusick, who has been there three years. It has a pool and golf course and has 500 members who pay \$240 initiation fee and annual dues of \$189.60. The club, which was founded in 1914, has an interesting background; it was founded on part of a land grant called Depression Land, bought by certificates issued by the Commonwealth of Pennsylvania in

1794 to soldiers of the Revolutionary War. The grant originally was given to the distinguished Hugh Henry Brackenridge, who settled on it with his family. He was the first judge west of the Allegheny Mountains to be appointed to the U. S. Supreme Court and was a great civic and political leader. The club, of course, bears his name.

Butler Country Club, Butler, Pa., was founded in 1908 and has some 625 members. Initiation fee is \$300 and

dues range from \$30 for juniors to \$150 for active members. The club facilities include a swimming pool and an 18-hole golf course. Jack N. Baldasary has been manager for one year.

Chartiers Country Club, Pittsburgh, has 700 members and was founded in 1925. Initiation fees for golfing members are \$2000 and for social members, \$200. Annual dues for golfing members are \$225 and for social members, \$150. Besides a fine golf course, the club has a swimming pool. Manager Anthony Maurin has been at the club for 12 years.

Churchill Valley Country Club, which was founded in 1931, is managed by A. J. Donadeo, who has been at the club for 14 years. There are 750 members, with initiation fee of \$200 and annual dues of \$200. The club, which has a golf course and swimming pool, was at one time owned by one family. The members bought and took over the club in 1947 when there were just 120 members. Since 1953 the club has spent \$750,000 on new building and swimming pool.

College Club of Pittsburgh, managed by Leora E. McCune for 25



Pittsburgh Athletic Association

Churchill Valley Country Club



**To a most
successful conference
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Shannopin Country Club

years, celebrated its 50th anniversary last year. The club boasts a membership of 850 and is classed as an educational club. Its bulletin offers courses in languages, investments, psychology, creative writing, world affairs and other fields. Its drama and choral groups have a series of programs each season. A major remodeling program was completed this year adding laundry and other services within the club house and refurnishing several "resident" rooms into meeting rooms. A behind-the-scenes open house is scheduled for members and their husbands this month. The dining room is self sustaining but the educational committees are required to charge fees to cover lecturer costs.

Concordia Club is said to be the oldest Jewish social and cultural club west of the Alleghenies. It was organized in 1874, and originally located in Old Allegheny. In 1913 the club moved its location to Pittsburgh. It celebrates its 85th anniversary this year and on its roster can be found the majority of the Jewish civic and philanthropic leaders of the past century in Pittsburgh. The club has initiation fees of \$2000 and annual dues of \$500. John Wilmsfloet, manager, has been at the club for 14 years.

Edgeworth Club, Sewickley, Pa., managed by Harry J. Gray for the past five years, has become known as a family club. It was founded March 18, 1893. In the early years the club in association with a few other Pittsburgh clubs formed the Western Pennsylvania Golf Association. After the first world war the club moved into a larger building but it was destroyed by fire on New Year's Eve, 1929. The present brick club house has a formal ballroom complete with a stage sufficient for a full scale legitimate production, squash courts, bowling alleys, tennis courts and a swimming pool. In 1957 and 1959 it was

the site for the international tennis matches played by Great Britain and the U. S. Membership totals 605 and the club has a waiting list.

Fox Chapel Golf Club, Pittsburgh, has 950 members, an 18-hole golf course, swimming pool and tennis courts. Initiation fee is \$1000 and annual dues are \$340. Manager John C. Camozzi has been at the club for 23 years. The club has golfing and social functions for members only including wedding receptions, debutant balls, dances and dinners. During winter months there are trap shooting prizes and there also are invitational golf tournaments once or twice a year.

Green Oaks Country Club, Verona, Pa., is managed by Joseph S. Ovecka who has been there four and a half years. It has 241 members, a membership certificate of \$2000, initiation fee of \$1500 and annual dues of \$400. Besides golf, the club has a swimming pool and tennis courts. The new \$250,000 clubhouse was opened on Memorial Day this year and with old and new facilities combined has 40,000 square feet of space, protected by a sprinkler system. The club has 250 acres of land, and Manager Ovecka reports that the new air conditioned

cocktail lounge and other facilities have been responsible for the doubling of food and bar business.

Greensburg Country Club, Greensburg, Pa., which is in the process of being remodeled, was founded in 1904 and has 375 members. Initiation fee is \$120 and annual dues are \$252 including tax. The club has a golf course, tennis courts and swimming pool. It is managed by Nicholas Harrish, who has been at the club for 22 years.

Highland Country Club, Pittsburgh, was founded in 1909 on the site of the home of Casper Reel, the first white settler in that area and a Revolutionary War veteran; he is buried on the club premises. The club has 496 members, initiation fee of \$600 and annual dues of \$300. Included among the many facilities is a swimming pool. John Chereka, manager, has been with the club ten years.

Mount Lebanon Golf Club, Canonsburg, Pa., is located about 18 miles south of Pittsburgh and ten miles north of Washington, Pa. It was founded in 1946, immediately after World War II, by a handful of golfers who decided they would like to have a club of their own. There were approximately 200 charter members and today there is a closed membership of more than 775. Initiation fees are \$240 and dues range from \$144 for social members to \$330 for senior members. Fred R. Edick has been manager for three years. The club's golf course is considered to be one of the best in Western Pennsylvania, challenging all golfers because of numerous hazards and difficult lies. The clubhouse is in the process of expansion, with the locker room and dining room being extended to hold a capacity of 500.

Oakmont Country Club, Oakmont, Pa., is managed by F. R. Seitz who has been at the club for three years. The club owes its national reputation and local popularity to its golf course,

Lounge of Beaver Valley Country Club



CLUB MANAGEMENT: NOVEMBER, 1959

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South Hills Country Club

which was so well laid out in 1903 that only one hole (number 16) has been changed since and today it is regarded as one of the best inland courses. Oakmont has been host to three national opens, three national PGA's, three national amateurs and many other tournaments. Initiation fee is \$1000; annual dues are \$330.

Pittsburgh Athletic Association was founded in 1908 and today has 2660 resident members, and 690 members in other categories. Initiation fee is \$500 for resident members, \$250 for others, and annual dues are \$175 for resident members and \$87.50 for others. General manager and secretary is Thomas J. Rice who has been

at the club seven years. The purpose of the Association is to meet to an unusual extent the social and athletic needs of the men, women and children of Pittsburgh and its vicinity. Facilities include bowling, swimming pool, squash courts, handball courts, gymnasium, sun deck, men's health department and women's health department.

Pittsburgh Field Club got its name in its youth (founded in 1882) because it was a cricket club. Its name was changed from Pittsburgh Cricket Club in 1895 to the Duquesne Country and Athletic Club and shortly after changed again to its present name. At one time the club was the only coun-

try club west of the Alleghenies, and at the turn of the century it purchased land in Fox Chapel and built a golf course. The course, which was laid out by A. H. Findlay, father of American golf, is one of the country's finest; in 1933 the Field Club was host to the PGA tournament and this year to the Western Open. There are 750 members who pay \$1000 initiation fee and \$350 annual dues. Manager Michael A. Derkacz is in his second year at the club. Other facilities include a

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Youghiogheny Country Club

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Shannopin Country Club, termed by Manager Charles J. Viviano as "a congenial family club with a dignified atmosphere," is located on high ground eight miles from downtown Pittsburgh which can be clearly seen from the club. Its rolling golf course has been called one of the finest in that part of the country. The club has 533 members who pay initiation fees of \$480 and annual dues of \$372. Mr. Viviano has been at the club four years.

South Hills Country Club boasts an 18-hole golf course and a \$180,000 swimming pool built in 1956. The pool increased membership 200 and today it stands at 515, with annual dues of \$320. An outstanding social event this year was a club dance featuring the music of Guy Lombardo. Manager Michael A. Cecere, Jr., has been at the club 12 years.

The Twentieth Century Club, Pittsburgh, was founded in 1894 and today

has 1000 members. Its purpose is that of "creating an organized center for woman's work, thought and action, and the advancement of her interests; the promotion of science, literature and art; and the provision for a quiet place of meeting for its members." The club occupied its present spacious quarters in 1930 and Alice C. Hall was manager from 1930 to 1958.

The University Club of Pittsburgh is managed by John Waldron who has been there five years and has 2400 members. Initiation fee is \$200 and annual dues are \$145. The club's facilities include bowling and squash courts.

Wanango Country Club, Reno, Pa., was founded in 1914 and today has 350 members. Annual dues are \$250 with a \$200 initiation fee. Club facilities include a swimming pool, archery range, and an 18-hole golf course which is the scene of annual member-guest and invitational golf tournaments. Eddie McElligott has been manager for two years.

Youghiogheny Country Club, McKeesport, Pa., boasts a swimming pool and golf course. Floyd S. Spate, manager, has been there nine years. The club, which was founded in 1911, has 500 members, initiation fee for golfing members of \$500, for social members of \$200, and annual dues of \$274.80 including tax.

Pittsburgh Conference

(Continued from page 17)

a.m., the third and fourth sessions of the seminars will be held.

The luncheon speaker on Friday will be Joseph C. Dey, Jr., executive director of the United States Golf Association, who will speak on, "The Management of a U.S.G.A. Championship."

Following the conclusion of Mr. Dey's talk, Walter Slowinski, partner, Baker, MacKenzie & Hightower, Washington, D. C., and legal counsel to CMAA, will address the delegates on the legal aspects of club management and will hold open court following his talk to answer as many questions as time will permit.

At 4:30 p.m. the round table discussions for the university clubs will convene with Chairman Edward Grenard officiating.

The balance of Friday afternoon will be given to committee meetings.

On Saturday morning the round table discussions will be held, starting at 9:00 a.m. for reciprocal clubs with CMAA Vice President Kenneth Meisnest presiding. At 10:00 a.m. the city club round table discussions will begin with Clem Young, manager of the Cleveland Athletic Club, presiding, assisted by Vice Chairman Charles Wallace, manager of the Harvard Club of Boston. The country club round table discussions will begin simultaneously with Charles Haynes, manager of Whitemarsh Valley Country Club, presiding, assisted by his vice chairman, Harold Walker, manager of Seaview Country Club.

At luncheon on Saturday, Samuel J. Merriman, assistant general manager, East Pittsburgh Division, Westinghouse Electric Company, and president of Churchill Valley Country Club, will speak on "The Moral Issues of Management."

C.M.I. has planned an interesting educational program, that we believe will merit the expenditure of both your time and expense, and feel confident it will offer compensating values that you can take back to your clubs. You can only benefit from the Conference if you are in Pittsburgh, next January.

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Bulletin of the CLUB MANAGERS ASSOCIATION OF AMERICA

VOL. XV

NOVEMBER, 1959

NO. 8

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TO THE MEMBERS OF CMAA:

Club Management Institute has taken this opportunity to utilize again the Bulletin to express our appreciation to the men who made the recently conducted workshops throughout the nation so fine a success. We take this means to acknowledge the efforts put forth by the following chairmen and the members of their respective committees:

Everett Woxberg at Northwestern University in Evanston, Illinois.
Laurice T. Hall at the University of Denver in Denver, Colorado.
Joe E. Bowen at the University of Washington in Seattle, Washington.
John J. Palermo at San Diego University in San Diego, California.
Frank J. Thomas at the University of Pennsylvania in Philadelphia, Pennsylvania.

W. Bruce Matthews at Michigan State University in East Lansing, Michigan.
We also acknowledge with a debt of gratitude the excellent presentations made by the traveling lecturers, comprised of Professor Matthew Bernatsky, Dr. Lendal Kotchevar, Mickey Houston, Travis Elliott and Leonard Taylor.

The committee also wishes to thank the men who represented the national association at the opening sessions of the workshops in their vicinity:

President Daniel Layman, who officiated at Cornell University, University of Pennsylvania and at Michigan State University; Vice President Ken Meisnest who did the honors at the University of Washington; Secretary-Treasurer John Brennan at Northwestern University; Past President Royce Chaney at the University of Denver, and CMAA Director Charlie Errington at San Diego University. We also recognize the task assumed by CMAA Director Fred Hollister who acted as moderator for the short course at Cornell University.

Reports received from the various chairmen and participants, indicate that this phase of our educational program received good reception. The end result can best be summed up in the expressed request the committee had from a majority of the club managers who attended, that the workshops be continued and expanded upon.

Attendance increased appreciably this year, at a rate that far exceeded that shown by allied food service organizations. While at some sites the group was less than 20, at Seattle it exceeded 60. It is the chairman's opinion that we need to go further in our promotion and publicity to awaken the club managers to the tangible values that can result from participation.

We are indebted to Committeeman J. William Conner, manager of the Statler Club at Cornell University, who arranged the speakers' program, secured the lecturers and scheduled the program. In addition, Bill assumed full responsibility for the short course at Cornell University, August 3-7. As a result of his excellent advance publicity the number of registrants increased substantially at Cornell over that of last year, and indicated greater interest among club managers and club officials for this opportunity to continue their education.

In closing there is one thought that comes to my mind, and that, in essence, is the desire of your committee to know if CMI is providing the basic program you want. Too often, a situation develops whereby the committee accepts erroneous ideas of what is desired by the membership, so please voice your opinions, that we may find ways to improve the educational program of CMAA.

CARL J. JEHLIN, *Chairman*
Club Management Institute

Southwest Regional Conference

Reported by Walter M. Clist, Treasurer of Texas Lone Star Chapter

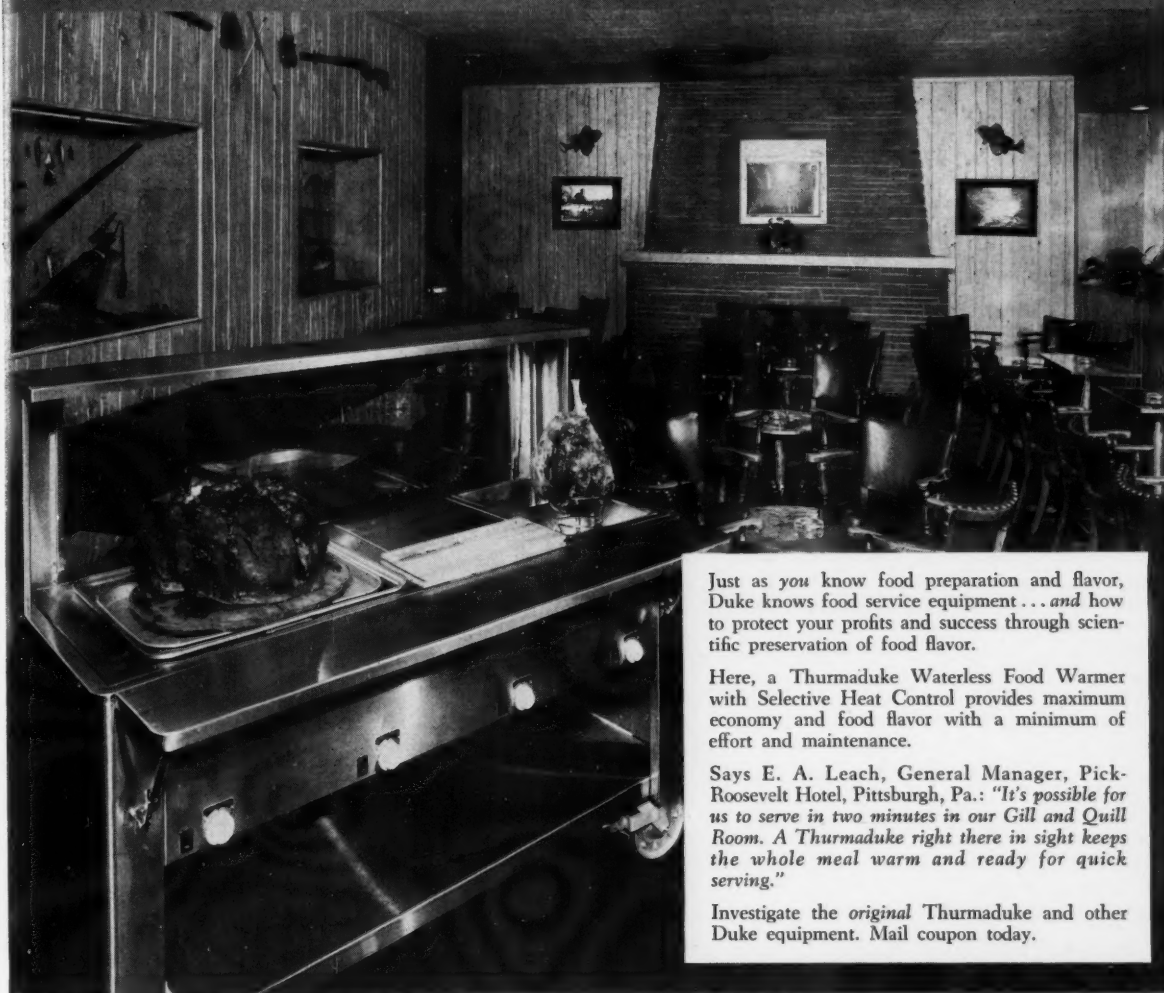
THE Southwest Regional Conference started for early arrivals with an open house at the Western Hills Hotel in Fort Worth September 26.

That evening the club managers were transported to the Fort Worth Boat Club where they had the opportunity of taking a trip on a fifty-five foot cruiser

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up beautiful Eagle Mountain Lake. Host was genial manager, Donald Robinson, who invited us for cocktails and dancing at his club after the yacht ride.

After a board meeting Sunday an artistic and distinctive brunch was enjoyed by all members at River Crest Country Club. Many important items were discussed and settled at the chapter meeting.

Herschel Nead of the Country Club of Austin was elected president of the Texas Lone Star Chapter. Other officers are Henryetta Otis, vice president, Lakewood Country Club of Dallas; Walter M. Clist, Jr., secretary, the Coronado Club of Houston; and Henry O. Barbour, treasurer, Houston Club.

Page Curran, past president of CMAA, manager of River Crest Country Club and chairman of the regional meeting, was our host.

That evening Charles Hildebrand, manager of Ridglea Country Club, Fort Worth, was our host to a formal dinner and dance. The dinner, which was exquisite in its detail, impressed all the guests.

Mr. Hildebrand had arranged for the Ridglea Club orchestra to play during the dinner and during the breaks of the featured orchestra of Ted Weems. A floor show was put on by Tito Guizar with his guitar.

Early Monday morning we started out at the Colonial Country Club as guests of Virgil Bourland with a buffet breakfast. Educational meetings were held. This year we divided the group into country clubs and city clubs for round table discussions.

Mr. Bourland was moderator for the country club discussion during which he had a panel composed of the president and auditor of the club and himself. Mr. Clist was moderator for the city club group. This discussion was honored by the presence of Daniel M. Layman, president of CMAA.

At the luncheon Mr. Layman, who is also manager of The Union League of Philadelphia, was guest speaker. He was introduced by Texas Chapter President Nead and presented with a pair of Texas boots by Mr. Curran.

President Layman gave a very interesting and informative talk to the group telling them of the action taken on the House Bill concerning taxes, the success of the various short courses held around the country and the educational program as scheduled by CMAA. His straightforward talk was thoroughly enjoyed by the group.

Iowa Tall Corn Chapter Honors Frank Dowie

Reported by Ray B. Cary



Officers of the Iowa Tall Corn Chapter are Ross Leech, manager of Bohemian Club, Des Moines, secretary-treasurer; Frank Dowie, Jr., co-manager of Des Moines Club, vice president; and Frank Dowie, Sr., manager of Des Moines Club, president.



At the September meeting of Iowa Tall Chapter are Mrs. Frank Dowie, Frank Dowie, Sr., Ray B. Cary and Ann Cary. The meeting was in honor of Mr. Dowie for his 70th birthday and his forthcoming retirement at the end of the year as manager of the Des Moines Club.

MEMBERS of the Iowa Tall Corn Chapter honored their president, Frank Dowie of Des Moines, during the fall meeting September 22 at the Cedar Rapids Country Club.

Mr. Dowie, one of the better-known club managers in the Mid West, was honored for two reasons: his 70th birthday, which was recognized with a tiered cake and a gift of cuff links; and his forthcoming retirement at the end of the year as manager of the Des Moines Club, with which he has been associated for 47 years.

His son, Frank Dowie, Jr., vice president of the Iowa Tall Corn Chapter, is now co-manager and will take over as manager when his father retires.

Mr. Dowie left his native Ireland at the age of 18 upon completion of a three-year apprenticeship to a jeweler and pawnbroker in Dublin. He was a bus boy and then a waiter in Chicago

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CMAA Chapter News Section



Approximately 50 guests including club managers, assistant managers, presidents, house committee chairmen, and their wives attended the Iowa Tall Corn Chapter fall meeting in honor of their president, Frank Dowie, Sr. of Des Moines. Guests are standing on the east terrace of the Cedar Rapids Country Club.

for three and one-half years. With the Des Moines Club he was head waiter for seven years, then became club manager in 1920. His plans upon retirement are to visit Ireland with his wife.

News of the Chapters—

Tri State Meeting

The schedule of events for the Chicago District Chapter, Upper Mid West Chapter and Badger State Chapter CMAA meeting which will be held November 29 and 30 is: *Sunday*,

Madison Club, registration from 3:30 p.m. on; cocktails, 5:30 p.m.; dinner, 7:30 p.m. and dancing to Dixieland Band until midnight; cost, \$6.00 per person.

Monday afternoon, Nakoma Country Club, cocktails, 12 noon; luncheon, 1 p.m.; round table discussion for managers, 2 p.m., and a social program for the ladies at the same time; cost, \$4.00 per person.

Monday evening, Maple Bluff Country Club, formal, cocktails, 6 p.m.; dinner, 8 p.m.; dancing, 9:30 p.m.; cost \$6.50 per person.

Mid America Chapter

Eugene H. Lott, CPA, Kansas City partner in the firm of Horwath and Hor-

wath, addressed the Mid America Chapter of club managers at its regular September meeting.

Charley Fatino, manager of Milburn Golf & Country Club, Kansas City, was host to 24 chapter members and guests on September 29. A social hour preceded the outstanding steak dinner.

Mr. Lott reviewed the elements of the Horwath and Horwath uniform system of accounts and discussed accounting and tax problems confronting club management. A lengthy question and answer period followed his address. The regular chapter business session was dispensed with to give maximum time to the discussion.

Chapter President Berry Haug announced that the tentative schedule for the rest of the year includes a November meeting at the University Club, Kansas City.

Pittsburgh

Reported by Lynn Bauter,
Publicity Chairman

The September 28 meeting was held at the Pittsburgh Field Club with Mr. and Mrs. Michael Derkacz as hosts.

Golf was enjoyed by many during the afternoon with refreshments and hors d'oeuvres served before a delicious dinner.

The program was one in which many of us have been interested for quite some time: the cooperation between club managers, club professionals and grounds

At the graduation banquet of the fourth annual Club Managers' Short Course held in August at Cornell University, Ithaca, N. Y., are Richard Worthington, Plainfield Country Club; Mrs. James "Sugar" Diamond, Ridgewood Country Club; Professor Robert A. Beck; Forest Davis, Greenwich Country Club; James Diamond; and Claude Cyr, The Town Club.



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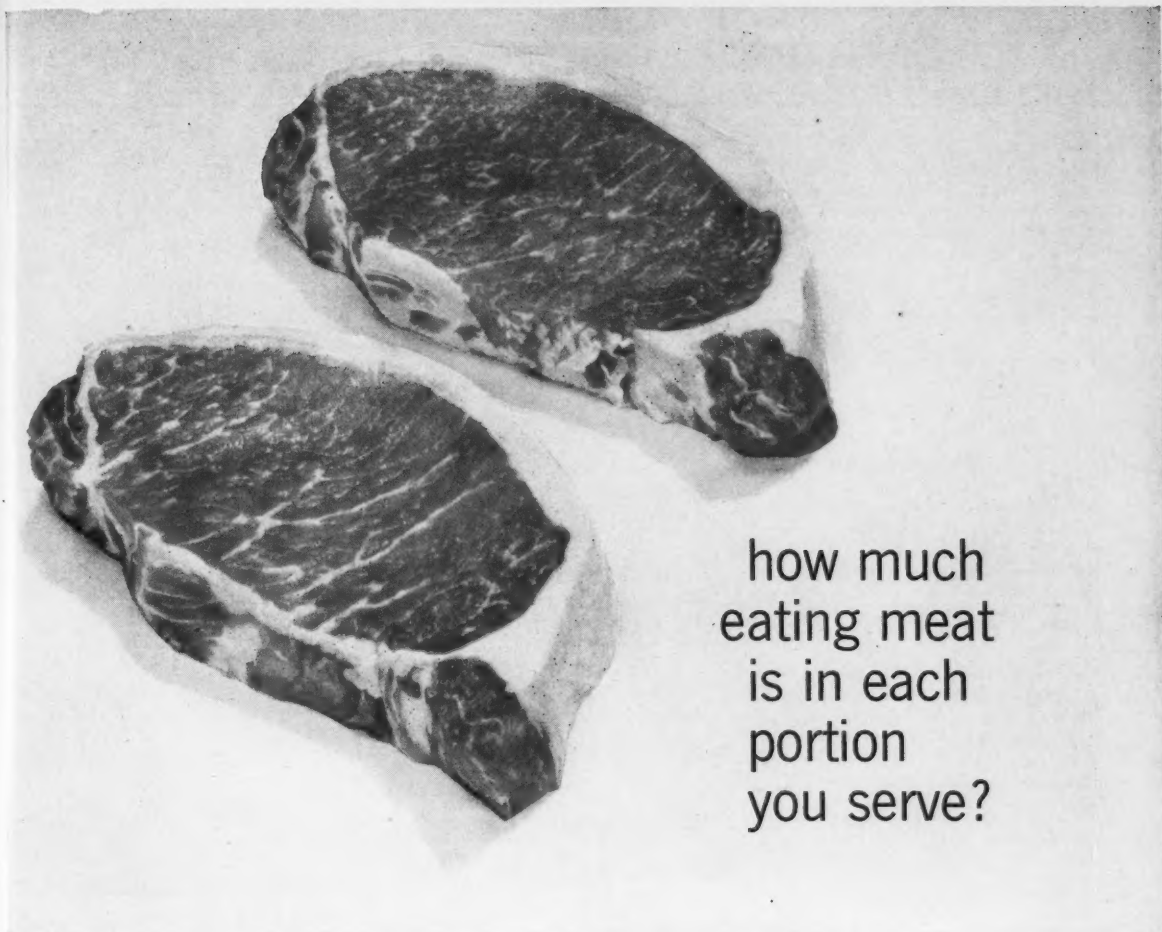
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CMAA Chapter News Section

superintendents. J. A. Abby, the inter-organization committee chairman of the Western Pennsylvania Golf Association, presented the program, ably assisted by Jim Potts, the association secretary. A committee will soon be appointed to insure cooperation of the managers.

Charles Viviano, conference chairman, held a meeting after adjournment of the regular session. A report of all the committee chairmen for the 1960 conference was given. Registration will now be stressed with the promotional committee in prominence.

Mile High

Reported by Horace G. Duncan,
President

Club presidents and other executive officers were entertained by Mile High Chapter at our annual meeting at Columbine Country Club September 21.

Lunch at noon was followed by golf and a dinner and meeting in the evening. A guest, Al Cook, of Denver's "Scotch & Sirloin" made a hole in one on Columbine's number 16 hole.

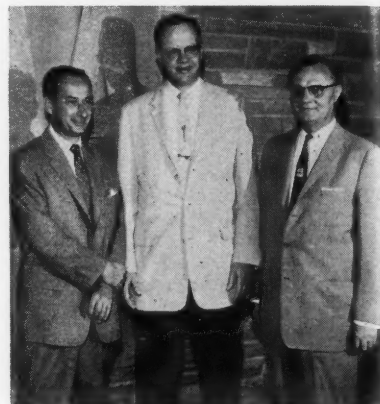
Ross Crawford, prominent Denver insurance man, gave a talk on some phases of pensions and the advantages of clubs



Scene of the September meeting of Mile High Chapter of club managers was Columbine Country Club. Members and officers (60 in all attended) enjoyed the dinner and evening meeting. Standing is Horace Duncan, chapter president.

providing life insurance as a fringe benefit for club employees.

The meeting was devoted to a talk by Horace Duncan, president, bringing to the attention of officers the Denver Conference of CMAA in January of 1961. The information was enthusiastically re-



At the Mile High meeting were Paul Rubben, Cheyenne Mountain Country Club in Colorado Springs, vice president; Horace G. Duncan, Cherry Hills Country Club, president; and Finn Peterson, Petroleum Club, secretary.

ceived and gave a kick-off for what is hoped to be one of the most outstanding conferences ever held.

To conclude the evening the CMAA "Emblem Speaks" was done as it was at the convention in Houston, only adapted to fit our Denver meeting and guests. Everyone seemed highly impressed with it.

St. Louis District

Reported by Opal Thomas, Secretary

The regular monthly meeting of the St. Louis District Chapter was held on September 28 at the Bath and Tennis Club, St. Louis, with Mrs. Opal Thomas as hostess.

The business meeting was devoted almost entirely to a discussion of our chap-



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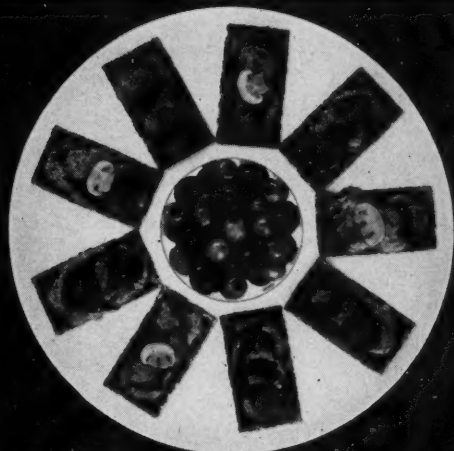
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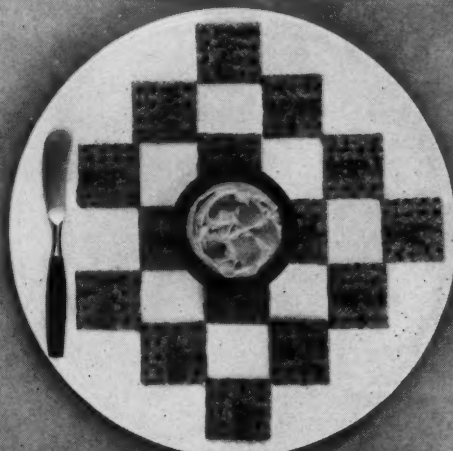
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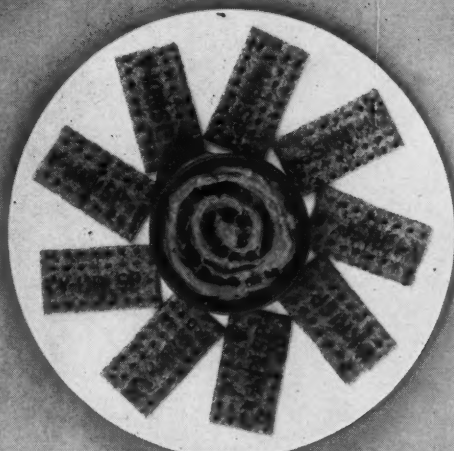
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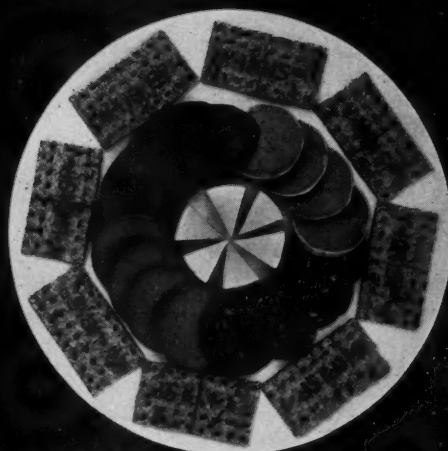
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CMAA Chapter News Section

ter's new by-laws, which follow the form suggested by the CMAA. Christopher S. Murphy, Algonquin Golf Club, chairman of our by-laws committee, conducted the discussion and will report on the changes at our next meeting, at which time chapter members will vote to accept or reject the proposals.

Plans were discussed for a managers-presidents meeting to be held in the near future. Our next meeting is tentatively scheduled to be held at the Bogey Club in October.

Following the meeting a social hour was held, then a dinner brought our meeting to a pleasant end.

Southern California

Reported by Henri C. Tubach,
Secretary

For the September meeting, 70 of us journeyed to scenic Santa Barbara for the annual informal party, the one everyone anticipates and the wives most enjoy.

Nothing, in the line of entertainment, was left to be desired. The social batting order of festivities was "first cabin" all the way: cocktails, dinner and lodging Sunday night at the Montecito Inn which, like the Montecito Club, is owned by a

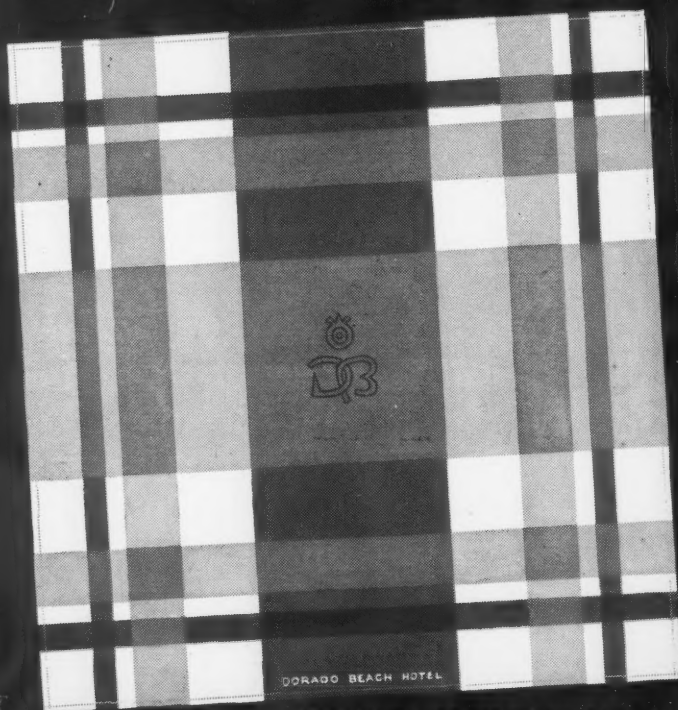


Attending the September 15 meeting of Club Managers Association of Southern California were Mr. and Mrs. Roy C. Smith, hosts; Mrs. and Mr. Emil Lepp, Los Angeles; and Mrs. and Mr. Henri Tubach, Newport Beach. Mr. Lepp is chapter president and Mr. Tubach is secretary.

corporation headed by Avery Brundage; on Monday a buffet luncheon and various forms of recreation including tennis, boat rides, a harbor tour, cards and golf at the Valley Club in the afternoon with cocktails and a dinner dance afterwards.

Roy and Kay Smith of the Montecito Country Club were hosts for the gala affair. Cohosts were Joe and Yolanda Schneider, Valley Club; Harry and Harriet Masterson, University Club; and Dick and Lilian Hecker, Santa Barbara Club.

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CMAA Chapter News Section



Snapped at the recent Chicago Chapter meeting, one phase of which was held at Flossmoor Country Club, were Jerry Marlatt, manager of Flossmoor; Frank G. Brunner, long-time club manager; and the assistant pro at Flossmoor.

Chicago

Reported by Ben Waskow, Secretary

At the annual get-together of the Detroit Chapter and Chicago District Chapter held in September hosts were the South Side Chicago managers.

The Detroit group arrived in Chicago Sunday evening the 20th and an excellent dinner was awaiting them at Idlewild Country Club with Tony Roma as host. They were greeted by co-chairmen, Al LaMonte and Bud Matteson; and reception committee, Henry Hinrichs, Alfred Ackerman and William Mathieu. Ed Kocur and Mel Fraccaro, former president of the Chicago district, acting as the transportation committee, "highballed" luggage to Olympia Fields where the group spent the night.

Alex Zagone, manager of Olympia Fields, served us a continental breakfast.

Then at Flossmoor Country Club Jerry Marlatt greeted us with brunch. After brunch members enjoyed golf and the races.

A delectable dinner was served at Flossmoor during which Herb Graffis, of Goldfom entertained us with his humor. It was a pleasure to see Don Clark, publisher of CLUB MANAGEMENT, present at this outing.

The extra touch of being served by "Can-Can" girls and the roving bar on the golf course added to enjoyment.

Gracious hosts were C. L. Mast, Jr., president of Flossmoor; Erceel Harwell, president of Olympia Fields; Stanley Roe, president of Idlewild; and the board of directors of these clubs.

Correction

CLUB MANAGEMENT erred in its September issue when it reported a meeting of the Chicago Chapter. There was not a meeting of the chapter at Ruth Lake Country Club this year on August 11. We sincerely regret the error.



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O.V.C. Celebrates Silver Anniversary

By Wesley H. Clark, Managing Editor

THERE was an air of nostalgia in Cincinnati on October 4 and 5 when members of the Ohio Valley Chapter met to celebrate the chapter's silver anniversary. Hosts for the 25th annual meeting were the Cincinnati club managers headed by Frank H. Rolfes, Cincinnati Club, and Joseph J. Donoghue, Losantiville Country Club.

Two of the chapter's 16 charter members, Ferd Clemen, retired manager of the Queen City Club, and Frank Perkis, Rocky Fork Hunt & Country Club, Gahanna, Ohio, were present to receive special recognition, and along with Wayne Miller, Northmoor Country Club, Chicago, the only other living charter member who is still a club executive, were made honorary life members. Climax to the meeting was the cutting of a special silver anniversary cake by Mr. Perkis and Mrs. Fred (Nugget) Crawford, whose late husband helped found the O.V.C. and was also one of the leaders who helped guide the Club Managers Association of America during its infancy and adolescent years.

The meeting opened Sunday with registration, cocktails and dinner at the Cincinnati Club, with Mr. Rolfes as host. Monday a continental breakfast, the annual election of officers and luncheon were held at Maketewah Country Club, with Tom Powers as host. In the afternoon Mr. Donoghue made the facilities of Losantiville available to the golfers and that evening Gabe Mitterbach was host for a formal dinner-dance at Kenwood Country Club.

The annual election of officers resulted in James P. Sams, River Valley Club, Louisville, being elected presi-

dent, and Maurice Corya, Indianapolis Athletic Club, vice president. Charles E. Menges, Indianapolis Athletic Club, will serve as secretary-treasurer for another year. New directors are Mr. Donoghue for Cincinnati; George D. Rohm, Columbus Country Club, for Columbus; Hector J. MacNeil, Evansville Country Club, for Louisville; and Jack Taylor, Pepper Pike Club, Cleveland, director at large.

CMAA President Daniel M. Layman, Union League, Philadelphia, was guest speaker and reported on CMAA activities. He stated that the Fred Crawford Memorial, which is being worked out in detail by the Louisville club managers and will be formally announced later, is one more step forward in the CMAA educational program. He told about the recently-completed summer workshops, the services available from the national office, and briefly described some of the educational programs that will be featured at the Pittsburgh conference next January. He emphasized the fact that the CMAA has come of age and recently was recognized by the Strategic Air Command as leader in the club field when the association was asked to work with S.A.C. in helping them to up-grade their clubs and annually select their best club operation.

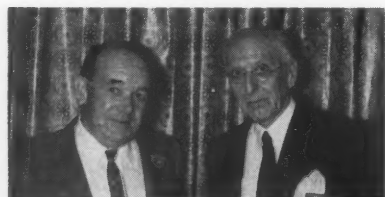
F. Harold Van Orman, Jr., of the Van Orman hotels, was the featured speaker and talked about food purchasing, pointing out that there are more than a thousand different facets in buying. He covered the main points a good food buyer should check every day, and warned against some of the



Frank Perkis and Nugget Crawford cut O.V.C.'s silver anniversary cake.



Richard Terlau presents O.V.C. gift to retiring president, Frank Rolfes.



Charter members of the O.V.C. present were Frank Perkis and Ferd Clemen.



O.V.C. President Frank Rolfes, Secretary Charles Menges, CMAA President Daniel M. Layman and Joseph J. Donoghue, snapped at Sunday dinner.



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bad points a person should look for. He discussed how the food dollar is spent, percentages, and briefly reviewed some of the theories of receiving and storage. He pin-pointed the importance of new equipment, and closed with this bit of advice—keep your inventory down.

Monday evening nearly 200 club managers, wives and guests gathered at Kenwood for the formal dinner-dance. Mr. Rolfe was master of ceremonies and briefly reviewed the history of the chapter. He pointed out that the O.V.C. has long been one of the most influential chapters of the CMAA and is steeped in tradition

with the chapter having furnished 12 national directors who served a total of 48 years, five national presidents, a vice president, two secretaries, and a secretary-treasurer. In addition, the O.V.C. boasts five members of the exclusive 25-year club.

Several long-time chapter members introduced were Mr. Perkis, Jack Flory, former manager of the Columbian Club, Indianapolis; L. Roy Leonard, Cuvier Press Club, past CMAA secretary-treasurer; Mr. Menges; Thomas C. McGuffey, Missouri Athletic Club, past CMAA president, vice president and director; and S. T. "Ben" Sheets, former CMAA director.

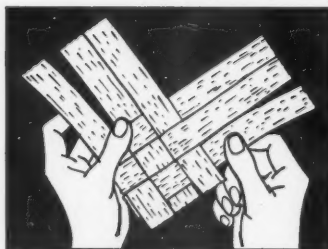


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President Henry Blohm of Kenwood concluded the introductions by welcoming chapter members to Cincinnati in general, and to Kenwood in particular.

The enjoyable two-day meeting came to a successful conclusion with the distribution of gifts to the ladies as the members left Kenwood.

Badger State

Reported by R. A. Henry, Secretary



Robert Dorion, former Badger State manager and now manager of Scioto Country Club, in Columbus, O., begins his speech, "The Problems of Our Business and How to Lick Them," as a guest at the September meeting. Seated are Mrs. George Dent, Paul Tabor and special guest Edward Lyon.



Special guest at the September meeting of the Badger State Chapter was Edward Lyon, executive secretary of the CMAA, who spoke on "What the CMAA Does for You." Seated beside him are Robert Dorion, Paul Tabor and Mrs. Paul Tabor.

The September 14 meeting of the Badger State Chapter was held at the Pine Hills Country Club, Sheboygan, with Mr. and Mrs. Paul Tabor as hosts.

Special guests were Ed Lyon, the national executive secretary of CMAA, who spoke on "What the CMAA Does for You"; Robert M. Dorion, former Badger State manager now with Scioto Country Club, Columbus, O., who gave a talk on "The Problems of Our Business and How to Lick Them"; and George S. Dent, Orchard Ridge Country Club, Fort Wayne, Ind.

Members accepted an invitation from William Beuscher for their wives and themselves to be guests of the Milwaukee Country Club October 19.

The new and broader tax exemption bill was read and explained by Mr. Lyon and a discussion was held.

Mr. Lyon's dinner talk was enlightening to the board of directors. It was the feeling of some of the directors that the CMAA is more valuable to the club than any other organization.

Mr. Dorion's publicity campaign and colored slides were of interest to every-

one suggesting many ideas on how to increase income by bringing more members into the club.

A vote of appreciation and thanks was given by President G. L. Backus to the directors and Mr. Tabor for such a fine evening.

Metropolitan

Reported by John A. McCabe,
Acting Secretary

Tribute was paid by Fred H. Hollister, president, to honorary member G. H. Van Lier, Pompano Beach, Fla., who was present at the September 14 meeting of the Metropolitan Chapter held at the North Hills Golf Club.

Mr. Hollister reported that the club managers meeting at the National Hotel Exposition, New York Coliseum, will be held November 2. There will be no dinner-dance after the meeting this year; instead a cocktail party will be held at the Stork Club from 5:30 to 8 p.m.

Pat Chambers announced that Schenley Imports had donated a beautiful sterling silver trophy (which must be won three times to be kept permanently), a Zippo leather case and perfume for the women as prizes for the fall tournament.

During the business session the ladies were entertained by hostess Elizabeth Koch, after which a pleasant cocktail hour, a delicious dinner and excellent entertainment were enjoyed by all. The delightful evening was a tribute to a pair of perfect hosts, Elizabeth and Eric Koch, to whom warmest thanks are expressed.

At the luncheon meeting and round table discussion held September 17 at Sunningdale Country Club, messages were read conveying best wishes from Adolph Koenig and Walter Whiting.

The entire membership's appreciation was expressed to our host, Bill Birner and his board of governors. Mr. Birner responded and extended greetings from his president, R. L. Newburger, and from his chairman of the house committee, Paul Cohen. He keeps the attention of his board of governors focused on our organization by subscribing to CLUB MANAGEMENT for each governor.

At the round table discussion several topics of general interest were suggested and discussed including the matter of uniformity in prices for outside tournaments, the problem of children at the pool showing disrespect for property and authority, the desirability of members not opening the way to increased contract rates in the union by paying kitchen help more than contract wages, the question of the ten-hour day, the problem of pool registration and lockers and the fact that assessments on golf courses damaged by weather conditions are not taxable.

Evergreen

Reported by J. F. McCarthy

Joe Bowen, chairman of the summer workshop held at the University of Washington in August, reported at the

September meeting held at the Rainier Golf and Country Club that the attendance of 61 at the workshop was the largest in the country.

This, he stated, was due to the advance publicity, particularly letters that were sent to club presidents outside the Evergreen Chapter.

Mr. Bowen expressed appreciation to Floyd Buchanan for making the mailing list available and to committee members for their assistance. The social activities of the workshop, including a get-together on Sunday night, luncheons at the Sand Point Country Club and Seattle Yacht Club and dinners at the Washington Athletic and Seattle Tennis clubs were

quite successful. A unanimous vote of thanks was given Mr. Bowen for his outstanding work.

In the afternoon members and wives played golf.

At the meeting a report on the annual yacht cruise held in July was read, and minutes of the trustees' meetings for August and September were approved.

Max A. Kamp, assistant manager of Rainier Golf and Country Club, and Gwendolyn Helm, assistant manager of College Club, were given membership in the local chapter and in the national CMAA.

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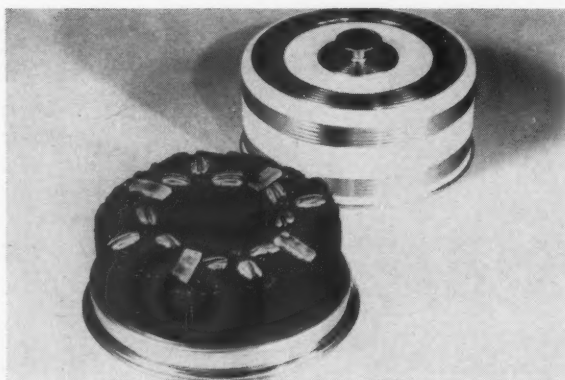
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Holiday Wrappings for Leading Products

THERE are big opportunities for clubs in states where law permits to promote and sell holiday-wrapped fine liquors and foods, at their cigar counters or in special gift sections of the club. Here are some of the outstanding gift-wrapped selections available for such sale from leading companies.



Stitzel-Weller presents the many-faceted and jewel-like "Diamond Decanter" for its Old Fitzgerald. The face of the glass has been indented into many diamond shapes. At right is the Cabin Still "Anniversary" decanter which has as its theme old-fashioned elegance.



Nabisco fruit cakes are appearing this year in an attractive gold and white metal container which may be used after the contents are consumed. The cakes come in golden or dark varieties in either a two pound or five pound size. The product is in an extra sturdy corrugated container.



Brown Forman this year has an outstanding group of holiday offerings headed by the opulent gift decanter for Old Forester and the Currier and Ives box for Early Times. Other BF packagings include a Bols Creme de Menthe Ballerina Bottle and a tartan box for Usher's Green Stripe.



From Seagram Distillers comes a handsome array of decanters and packagings. Shown here is the Golden Gin in a completely self-contained martini shaker, a classic design for the V. O. Canadian decanter and the crystal decanter for the famous Seagrams 7 Crown.



Three products from Renfield Importers are shown in their holiday dress. From the left are cartons for Piper-Heidsieck Champagne, Gordon's Gin and King William IV Scotch. Also gift-wrapped from Renfield are Haig & Haig Five Star Scotch in its new bottle, Cointreau Liqueur and Remy Martin Cognac.

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JAN. 1 thru 31, 1960

Colorado Beef Month will be promoted nationwide with bold page ads in magazines like *New Yorker* and *Gourmet*... with publicity in newspapers... Radio and TV will urge your patrons to dine on superior choice and prime Colorado Beef.

**You will build PROFIT and PRESTIGE
by tying-in with this promotion**



Here is an exceptional profit opportunity for every club, hotel and restaurant to attract new patrons, lure old ones back and stimulate extra business.



To help you attract your share of this business, we've designed this free kit of material which includes a whole host of ways and means to tie in with the national promotion of Colorado Beef Month. Included in it are special recipes, menu tip-ons, table tents, steak sticks, suggestions for clubs on party decorations, mailing pieces, giant telegrams for your use and many other exciting ideas to help you build profits.

mail this coupon for FREE PROMOTION KIT

Plan now to tie your establishment in with 1960 Colorado Beef Month and cash in on this tremendous program. Send the coupon at the right for your 1960 National Colorado Beef Month Kit, which illustrates all of the material available to you. There's absolutely no obligation, so do it now...today!

Harold Haney, Livestock Division
Colorado State Advertising & Publicity Committee

452 State Capitol, Denver 2, Colorado

Please send me your free promotion kit on "1960 National Colorado Beef Month."

City.....Zone.....State.....

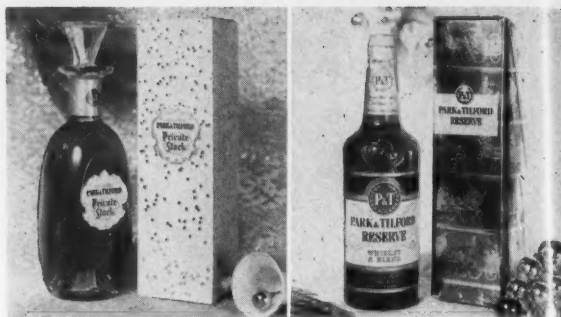
Name.....

Firm.....

Address.....



Handsomely packaged for the Christmas season are these Sexton Tasty Treats jellies and preserves. In addition to this package Sexton has a selection of five other types of boxes containing a choice of fancy quality foods for the holiday season.

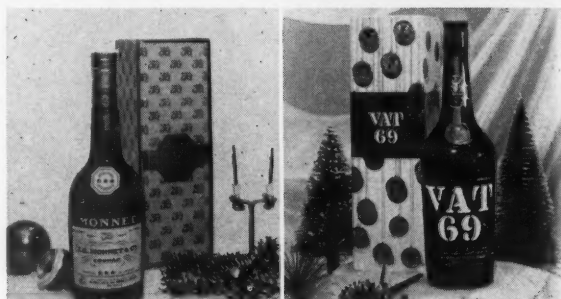


Shown here are two of Park & Tilford's complete line of gift packaging for the holiday season. At left is the scalloped decanter with clear-glass stopper for Private Stock and at right is the famous P&T Reserve in a special gift wrapper with a red and green background and gold-embossed horse and carriage.



Kahlua, the Mexican coffee liqueur, will be packaged in an exotic bone china Aztec figurine decanter this season by Van Munching Imports. The decanter comes with a smart hexagon gift carton. The figurine can be used as a decorative statuette, lamp base or book ends.

This holiday season, Laird & Co. is featuring a distinctive, authentic, earthenware jug, packaged in quarts only of Laird's Apple Jack for the fall and holiday season.



National Distillers presents a complete line of holiday-packaged items among which are the gift cartons for Monnet Cognac and Vat 69 Scotch. Others include Old Grand-Dad, Old Crow, Old Taylor, Gilbey's Gin and Hill and Hill.



86.8
Proof

Today, more people ask for...

QUEEN ANNE
RARE SCOTCH WHISKY

and
OLD GENTRY
IMPORTED
LONDON DRY GIN
"The gentleman's gin"

Proprietary Brands of HILL THOMSON & CO., LTD., Edinburgh, Scotland

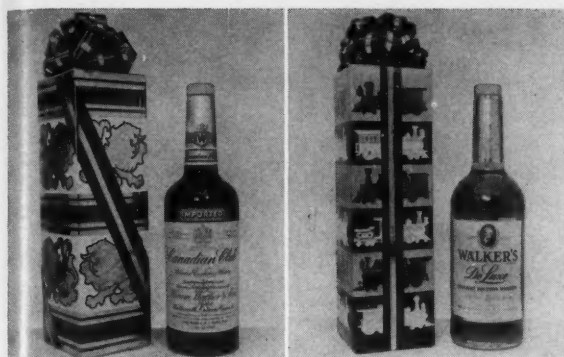


Gen. U.S. Importers

VAN MUNCHING IMPORTS, INC., NEW YORK, N. Y.



94.8
Proof



Among the Hiram Walker gift-wrapped array of items are the cartons shown here for Canadian Club and Walker's DeLuxe Bourbon. Other gift-wraps from HW include the Hiram Walker Cordials, Ten High, and Imperial.



Old Kentucky Tavern Bottled-in-Bond Bourbon as well as the 86 proof version is being presented by Glenmore in festive holiday cartons. Also gift wrapped by Glenmore this year are Old Glenmore, Yellowstone and Old Thompson.



Shown here are a variety of holiday packaged products from W. A. Taylor Co. Included are gift boxes for Drambuie, Old Smuggler Scotch, House of Lords Gin and Old Smuggler 18 Years O'D. The company is also gift-packaging its famous Courvoisier Cognac.



In addition to the packaging for Chapin & Gore Kentucky Bourbon, and the special box for Martin's Scotch, McKesson & Robbins has holiday packaging for Liqueur Galliano, Martin's De Luxe Scotch, Vacari Anisette and Creme de Cacao, and Lamplighter Gin.

Served in fine eating places from coast to coast



NEW . . . REALISTIC . . . ATTRACTIVE

TWIC-BAKER

... Gives You Portion Control

Plus Extra Profit
When Serving Stuffed Potatoes

- OVEN PROOF—Stays Hot 40 Minutes
- EASY TO PREPARE
- FINEST GLAZED CERAMIC

A BEAUTIFUL ADDITION TO
ANY TABLE



You must see it! Write for complete information

TWIC-BAKER . . . Box 207 . . . Mattoon, Illinois



**Sterling
Vitrified
China**

*from
Sterling's Vogue Collection*

The finest china made, in nineteen different patterns and a wide range of prices... that describes SVC. Send for full-color literature and prices now.

THE
Sterling China

COMPANY
east liverpool • ohio

7 East 42nd Street
New York 17, New York

1595 Merchandise Mart
Chicago, Illinois

HAVING A PARTY?

*Thanksgiving — Christmas
New Year's — Any Other Time?*

Make it a memorable fun fest with "all the trimmings!" The finest advertising you can have is a guest who has had a good time. Depend on DON for a complete, colorful selection of...

Favors, Noisemakers, Horns, Balloons, Souvenirs, Hats

Add these funmakers to your holiday parties, banquets, birthday and anniversary celebrations, tributes and retirement parties. But party favors are only a few of the 50,000 items sold by DON. Also consult DON for linens, silverware, glassware, china, cutlery, kitchen utensils and equipment.

*Satisfaction Guaranteed...
or Your Money Back.*

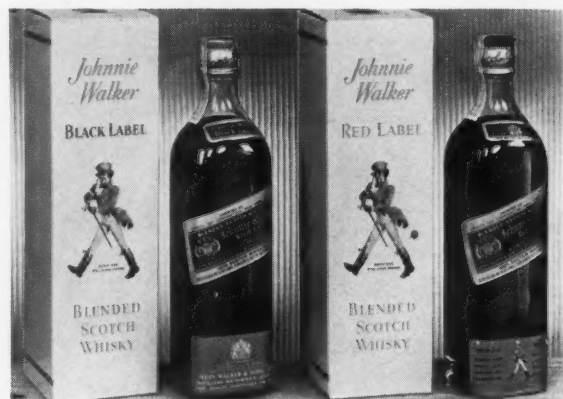
2201 S. LA SALLE ST. CHICAGO 16, ILL.



This striking display of Great Western wine heralds the company's 100th anniversary. In the photo are gift cartons for the fifth bottle of champagne, the magnum-size gift box and a "two for you" gift box with a sleeve that permits an interchange among brut, extra dry, pink champagnes and sparkling burgundy.



Gay packaging in the spirit of the holiday season highlights the Leroux line of cordials this year. Shown is the gift carton for the Creme de Menthe, and similar wrappings are available on the other Leroux cordials: apricot, blackberry, and ginger flavored brandies, Anisette, Cherry Karise, Foamy Top Sloe Gin and Creme de Cacao.



Designed in England, these holiday cartons for Johnnie Walker, Red and Black Label, are in pure white with gold trim. Canada Dry also is gift packaging its Canada Dry Bourbon and its complete line of cordials.

31 YEARS OF SERVICE TO CLUBS

CLAREMONT-MAJESTIC

EMPLOYMENT SERVICE

Dependable Male and Female **PERSONNEL** for Dining Room, Kitchen and Office

80 WARREN STREET, Room 305
New York 7, N. Y.

Herman Litman Manager
PHONE: COrtlandt 7-3853
A. Zahler, Licensee



Two of Kobrand's imports for the holiday season are Beefeater Gin and Taittinger Champagne. Other Kobrand imports include the Taittinger Champagne, Brut Blanc de Blancs, handsomely bottled in an antique style bottle, Larressingle Armagnac and B.E.B. "Best Ever Bottled" Scotch Whisky.



These handsome blue-and-gold cartons, which fold together in seconds, are part of the promotion Taylor Wine is offering this year. The colorfully lithographed units house Taylor's full line of wines, vermouths and champagnes.

Let's Compare Menus

BLYTHEFIELD COUNTRY CLUB

Belmont, Michigan

LUNCHEON MENU

Appetizers

Chilled Tomato Juice20	Chilled Grapefruit Juice20
Chilled Orange Juice20	Chilled Cranberry Juice20
Fresh Florida Fruit Cup40	Marinated Herring50
Soup du jour ... cup	.20	Soup du jour ... bowl	.30

Hot Dishes

Salisbury Steak, Mushroom Sauce	\$1.25
Veal Cutlet, Milanaisa	1.25
Fried Filet of Sole, Tartare Sauce	1.35
Fried Quarter Chicken with Pan Gravy	1.35
Fried Shrimp, Tartare Sauce	1.60
Fried Oysters, Tartare Sauce	1.80
Special Steak Sandwich	2.25

Served with your choice of

French Fries or Home Fried Potatoes
Chef's Salad or Wedge of Iceberg Lettuce
French Dressing or Oil and Vinegar

Above prices include Coffee, Tea, or Milk

Cold Plates & Salads

Chef's Own Diet Bowl - Fresh Fruit, Cottage Cheese and Crackers	\$1.25
Tuna Fish Salad - Garnish of Lettuce, Tomato Wedges, Egg Slices	1.30

DO YOU HAVE THIS PROBLEM?

HOW TO INCREASE
"COCKTAIL HOUR" BUSINESS?

TRY THIS PLAN

Many members have found it to
be the answer to their problem.

SELECTED FOR MEMBERS ONLY

Our special \$25 Gourmet Economy Assortment of exotic cheeses. A generous week's supply. 12 unique imported cheeses from 12 countries. Each labelled with its name. A suggested display plan, descriptive identification cards, little colorful flags, cheese recipe booklets furnished free.

Our Cheese Encyclopedia,
listing over 500 Varieties,
FREE for the asking.

Mail Order Today

CHEESES OF ALL NATIONS

Dept. CM, 235 Fulton Street,
New York 7, New York



Announcing **NEW**
Monroe FOLD-KING
TABLE LINE

FREE-NEW 1960 CATALOG AND DIRECT-TO-INSTITUTIONS PRICES

Kitchen committees, social groups, attention! Direct-from-factory prices—discounts up to 40%—terms. Churches, Schools, Clubs, Lodges and all organizations. Our new MONROE 1960 FOLD-KING FOLDING BANQUET TABLES are unmatched for quality, durability, convenience and handsome appearance.

NEW—Completely automatic lock on pedestals and legs. "Snap" them rigidly in place, or folded flat. New pedestal and frame construction.

Mail coupon, write, wire or phone for our beautiful new catalog with color pictures of Folding Tables, Folding Chairs, Table and Chair Trucks, Portable Partitions, Bulletin Boards, Folding Ribers and Platforms.

FOLDING CHAIRS
All-steel, also plywood or padded seat. Complete line. Direct prices, discounts. See Catalog.

TABLE and CHAIR TRUCKS
the leader, 7 models, sizes — for transporting, storing. Smooth rolling, easy loading. See Catalog.



MAIL THIS SPECIAL COUPON TODAY!

Please send the new 1960 Monroe FOLD-KING Catalog—prices, discounts, terms.

Name of church, organization _____

Mail to _____

Title _____

Address _____

City _____

Zone _____

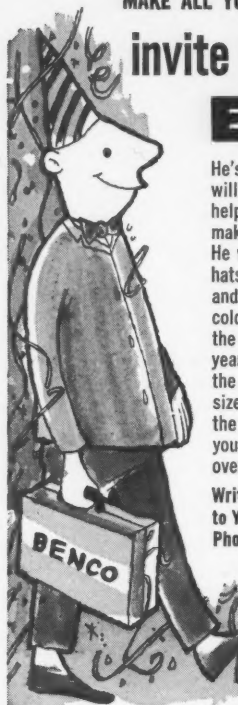
State _____

We are interested in (Tables, Chairs, etc.) _____

THE MONROE COMPANY 79 Church St. COLFAX, IOWA

MAKE ALL YOUR PARTIES PROFIT-MAKERS

invite the man from **BENCO**



He's the party expert — always ready and willing to work with you and for you — helping you plan scores of thrilling ideas to make your next party a night to remember! He will display before your eyes stunning hats, balloons, noise makers, decorations and novelties of all kinds . . . to add the fun, color, and excitement that often spells the difference between "the affair of year" and just another gathering. Whatever the occasion . . . gala or intimate — the size of your budget . . . great or small — the "man from Benco" will supply everything you need to make your party an overwhelming success.

Write for your **FREE** Guide to Year 'Round Party Giving. Phone, write, or wire

"Our Favors Favor You"

BENCO Party Favors

242 W. 41 St., N. Y., N. Y.

1020 E. 16th St., Hialeah, Florida

**FOR
MEMBERS
ONLY**



Nothing except a paid-up member's Card-Key will unlock this door. 5,000 Fraternal and Private Clubs are now using Card-Keys. Be sure your club gets the benefit of this Card-Key System.

Write for Free Information

CARD-KEY SYSTEM, INC.
BURBANK, CALIFORNIA

Blytheheld Special Salad Bowl with Julienne of Turkey and Ham, Russian Dressing	1.40
Assorted Cold Cuts Plate - Garnish of Potato Salad or French Fries	1.50
Chicken Salad - Garnished Egg Slices, Tomato Wedges, Celery	1.60
Fresh Shrimp Salad, Michigan	1.75
Crabmeat Salad a la Morro Castle	2.00

Sandwiches

HAMBURGER DELUXE
Lettuce - Tomato
French Fries
Bermuda Onion - Pickle
95c

Jumbo Hamburger65	Corned Beef80
Bacon, Lettuce & Tomato65	Grilled Ham & Cheese ..	.90
Grilled Cheese & Bacon ..	.65	Turkey90
Tuna Fish65	Chicken Salad90
Ham70	Crabmeat Salad90
Imported Sardine70	Lobster Salad95

Blytheheld Country Club Sandwich\$1.50

Desserts

Homemade Pie or Cake25
a la mode 10c extra	
French Ice Cream25
Sundaes - Chocolate, Pineapple, Strawberry40
Parfaits - Creme de Menthe75
Cherry Heering95
Bleu Cheese - Liederkrantz - Camembert50

Beverages

Coffee 15c	Tea 15c	Pot 25c	Sanka 20c
Iced Coffee 15c	Iced Tea 15c	Milk 20c	

GROSSE POINTE YACHT CLUB

Grosse Pointe, Michigan

A LA CARTE

Appetizers

Tomato Juice50	6 Baked Oysters, Casino (in Season)	1.35
Orange Juice50	Tomato Cocktail50
Large85	Stuffed Celery	1.00
Fresh Fruit Cocktail95	Marinated Herring95
Crabmeat or Shrimp Cocktail	1.25	Relish Tray90
Fresh Lobster Cocktail ..	1.95	Assorted Hot or Cold Canapes	1.35
6 Blue Points (in Season)	1.00		

Soup

Cream of Mushroom (Cup)50	Soup du Jour (Cup)45
Cream of Tomato (Cup)50	Jellied Consomme (Cup) ..	.45
		Soup Tureen70
		Clear Consomme (Cup) ..	.45

Eggs and Omelets

3 Fried Eggs, Ham, Bacon or Sausage	1.95
One Egg, Ham, Bacon or Sausage	1.20
Boiled Eggs (2) .90	Shirred Eggs and Sausage 1.95
Fried Eggs (2) .90	Plain Omelet, 3 Eggs 1.35
Any Other Omelet, 3 Eggs 1.65	Any Cereal, Half & Half .60
Cinnamon Toast .45	Toast 30
Pancakes (3) 1.00—with Ham or Bacon 1.50	

Fish

Scallops 2.00	Filet of Perch 1.95	Whitefish 2.20
Crabmeat Flakes au Gratin 3.00	Broiled Live Lobster 3.65	
Shad Roe with Bacon 3.00	Frog Legs, Roadhouse Style 2.75	
Broiled African Lobster Tails 2.90	Oyster Stew (in Season) 2.15	

Steaks, Chops, Etc.

Calves' Liver 2.20	Mixed Grill 2.85	Sweetbreads 2.20
Lamb Chops (2) 3.85	Pork Chops (2) 2.50	Filet Mignon 5.00
Sirloin Steak 5.00—Double 9.00	Roast Prime Ribs of Beef 3.00	
Chopped Sirloin Steak, Smothered in Onions	2.20	

Broiled Chicken 1.95 Chicken Liver Saute 2.20
Chicken a la King 2.75 Steak Sandwich 4.50

Vegetables

French Fried Onions ... 1.20 —Au Gratin65
Peas55 —Cottage Fried75
Stewed Tomatoes55 French Fried Potatoes .. .50
String Beans55 Long Branch Potatoes .. .55
Potatoes—Boiled45 Broiled Fresh Mushrooms 1.20
—Hashed in Cream65

Cold Entrees

Sliced Turkey 2.75 Roast Beef, Garnished .. 3.60
Assorted Cold Cuts 2.75 Chicken, Shrimp or Crab-
Mixed Green Salad with meat Salad 3.05
Anchovies 1.95 Lobster Salad 3.30

Salads

Fruit Salad85 Bibb Lettuce95
Head Lettuce55 Mixed Green Salad55
Salads Served with French, Roquefort, Thousand Island or
Vinaigrette Dressing

Desserts

Ice Cream50 Pie a la Mode80
Sherbets45 Pie per Cut45
Sundaes65 Cheese65
Ice Cream Cones25 GPYC Parfaits85
—Double30 Stewed Fruits55
Cake55 Fresh Fruits (in Season) .65

Beverages

Tea or Coffee per Pot35 Chocolate Malted Milk
Sanka or Postum40 Shake40
Hot Chocolate or Cocoa .. .40 Demi Tasse .30 Milk .30

PORTAGE COUNTRY CLUB

Akron, Ohio

YOUR THANKSGIVING DINNER MENU

Supreme of Fresh Fruit	Jumbo Shrimp Cocktail .45
Blue Points on the Half Shell .45	Cherry Stone Clams .45
Marinated Herring *	Sour Cream Sauce
Cranberry Fruit Float	Chilled Apple Juice
Cream of Chicken a la Reine	Consommé Royale
Cheese Sticks *	Assorted Relishes
Maine Lobster with Sherry Wine a la Newburg	
Roast Young Tom Turkey	Chestnut Dressing
Giblet Gravy	Cranberry Jelly
Roast Prime Ribs of Beef	Natural Gravy
Broiled Filet Mignon on Toast	Maitre D'hotel
Mushroom Buttons *	1.50 extra
Whipped in Cream Potatoes	Candied Louisiana Yams
Mashed Hubbard Squash	Tiny Onions in Cream
Julienne Green Beans	Toasted Almonds
Crispy Chef's Salad	Green Goddess Dressing
Princess Salad	Chiffonade Dressing
Warm Mince Pie	Rum Sauce
Old-Fashioned Pumpkin Pie	Dutch Apple Pie
English Plum Pudding	Whipped Cream
Egg Nog Ice Cream	Hot Brandy Sauce
	Chocolate Mint Parfait



What is the outlook for 1960? Good or bad?

Perhaps—this is a time for new beginnings—a time to make a right start. The past is gone.
A change in MANAGEMENT in your CLUB is often good for the club and good for the manager.

We have applicants who represent quality and they assume full responsibility. They can design a better work program and know the importance of pleasing the wives and children.
Contact: ELIZABETH GARRISON for confidential information.

WABASH EMPLOYMENT AGENCY

202 South State St. Chicago 4, Illinois
Phone: WAbash 2-5020
(Wabash Agency established in 1935)



the trend in dining is toward
Elegance!



Suggestions for ELEGANCE!

Silver Service
Crested China
Chafing Dishes
Thermo-Plates
Vacuum Pitchers
Coffee Servers
Flaming Swords
Chafer and
Marmite
Wine Buckets
Lazy Susans

People look for niceties of service AND GO WHERE THEY CAN GET IT!

The smart places are crowded because people appreciate atmosphere, comfort, convenience, glamor in serving—and are willing to pay a little bit more.

DON, with 50,000 items of Equipment, Supplies and Furnishings, has what you need to provide Elegance. Such as: "Ritz" cocktail servers, electric hurricane lamps, frosted glasses, monogrammed colored goblets, silverplated hollowware, individual coffee "bottles", fish-shaped platters, "Supreme" cocktail sets, butter warmers, ebony "grainware", sizzling steak platters, and many more. Ask the DON salesman to call and tell you about items that sell "Elegance". Address Dept. 4.

On everything — always: Satisfaction Guaranteed or Money Back.

EDWARD DON & COMPANY

GENERAL HEADQUARTERS—2201 S. LaSalle St.—Chicago 16, Ill.
Branches in MIAMI • MINNEAPOLIS • ST. PAUL • PHILADELPHIA



COMPLETE REFRIGERATION
SYSTEM ON 14" x 46"
PANEL AVAILABLE
FOR MANY SIZES
• Hermetically sealed
• Ready to operate

coolers

freezers

or combinations

Bally walk-ins

all-steel sectional construction

Sanitary! Strong! Efficient! You can assemble any size cooler, freezer or combination in any shape from standard sections. Add sections to increase size as your requirements grow. Easy to disassemble for relocation.

Bally Case and Cooler Co., Bally, Pa.
Get details—write Dept. CM-11 for FREE book.

Say BEAUTY and COMFORT



and you'll
think of
ASTRA'S
TRADITIONAL
and MODERN
FURNITURE

For full information
please write your dealer or
ASTRA BENT WOOD FURNITURE CO.,
61 West 46th Street, New York 36, N. Y.

We build and resurface

"TRU-BOUNCE" tournament quality
All Weather Tennis Courts.

Skrainka Construction Co.

7173 Delmar, St. Louis 5, Missouri PA 1-0963

Established 1850

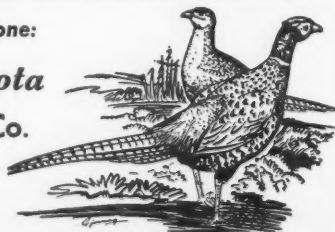
PHEASANTS

for your Regular Menu and Special Parties

Write, Wire, or Phone:

**South Dakota
PHEASANT Co.**

CANTON
SOUTH DAKOTA



Roquefort	Camembert	Swiss	Liederkranz
	Toasted Crackers		
Coffee	Nuts	Tea	Milk
\$3.50	* Children	Under Ten	* \$2.25

NEW YORK ATHLETIC CLUB

From the Grill
20 Minutes

- 21 1000 Springs Rainbow Brook Trout, Grilled or Saute, Broiled Tomato\$2.50
- 22 Grilled Swordfish Steak, Anchovy Butter, Tender Garden Peas 2.50
- 23 Broiled Filet of Sole, Maitre d'Hotel, Grilled Tomato, Fresh String Beans 2.50
- 24 Broiled Milk-Fed Spring Chicken, Grilled Canadian Bacon, Watercress 2.85
- 25 Tender Calf's Liver Saute in Sweet Butter with Crisp Bacon and Broiled Tomato 2.85
- 26 Sugar Cured Hickory Smoked Ham Steak, Hawaiian Pineapple Ring, Buttered String Beans 3.00
- 27 Grilled Supreme of Young Capon on Toast with Slice of Hickory Ham and Fresh Mushrooms, Tender Green Peas 3.00

From the Charcoal Grill

- 28 Grilled Pure Beef Hamburger Steak, Maitre d'Hotel, Buttered Garden Peas 2.50
- 29 Broiled Sizzling Spring Lamb Chop, Cressoniere, Lettuce-Tomato Salad 3.00
- 30 Grilled Double French Lamb Chop, Watercress, Mixed Green Salad 3.75
- 31 English Loin Lamb Chop, Kidney, Premium Bacon, Cresson, Baked Idaho Potato 3.75
- 32 Minute Steak of Prime Beef (10 oz.), Colbert Sauce, Tossed Salad Greens 4.00
- 33 Chef's Pride: Broiled Thick Sirloin Steak (14 oz.) of Prime Beef, Mixed Green Salad 5.75
- 34 N.Y.A.C. Filet Mignon (8 oz.), Baked Whole Tomato, Watercress 5.50

The above served with French Fried or Whipped Potatoes
35 Broiled Live Maine Lobster with Allumette Potatoes
(According to size)

Chafing Dishes

- 36 Lobster a la Newburg or Curried 3.75
- 37 Chicken a la King or Curried 2.85
- 38 Creamed Diced Chicken (White Meat) * 2.85
- 39 Ocean Garden Jumbo Shrimps, Newburg or Curried .. 3.00

Vegetables and Potatoes

- | | | | |
|----------------------------|--------------------------------|--------------------------|-----|
| Braised Red Cabbage | .50 | Buttered String Beans .. | .50 |
| New California Asparagus | Hollandaise or Vinaigrette ... | 1.15 | |
| Stewed Tomatoes | Baked Idaho Potato | .45 | |
| with Okra | .50 | Creamed or Au Gratin | |
| Broccoli, Hollandaise | .80 | Potatoes | .50 |
| Saute Potatoes | .40 | French Fried | .40 |
| Boiled or Mashed Potatoes | .35 | Hashed Brown Potatoes .. | .45 |

Salads

- | | | | |
|-------------------------|------|------------------------|------|
| Crab Meat | 2.85 | Combination | .75 |
| Fresh Fruit Salad, | | Shrimp Salad | 2.85 |
| N.Y.A.C. | 1.75 | Mixed Green | .65 |
| Maine Lobster | 3.25 | Heart of Lettuce | .55 |
| Lettuce and Tomato | .65 | N.Y.A.C. Chef's Salad | |
| Chicken Salad | 2.35 | Bowl | 1.95 |
| All White Meat | 2.85 | Belgian Endive | .75 |

Desserts

- | | | | |
|---|------------------------------------|---------------------------|-----|
| Rice Cream Roll, Wild Blackberry Sauce | .45 | | |
| Cherry-Rhubarb Pie .45 | a la Mode .70 | | |
| Vienna Almond Horns .45 | June Christian Gelatin Dessert .40 | | |
| Guava Shells or Guava Paste with Cream Cheese | .70 | | |
| Green Apple Pie .45 | a la Mode .70 | | |
| Rum Raisin, Vanilla, Strawberry, Coffee, or Chocolate Ice Cream | .50 | | |
| Special Mint Ice Cream, Chocolate Sauce | .70 | | |
| Assorted Petits Fours | .55 | Lala Rookh | .90 |
| Nesselrode Pudding | .70 | N.Y.A.C. Ice Cream Pie .. | .70 |
| Biscuit Tortoni | .65 | Parfait, Chocolate or | |
| Rice Pudding | .45 | Vanilla | .70 |
| Meringue Glace any Flavor .70 | Coupe St. Jacques | .85 | |

Dannon Yogurt50	Fruit Cake45
Almond Macaroons50	Lemon or Raspberry	
Coupe N.Y.A.C.85	Sherbet45
Sponge or Pound Cake ..	.45	Parfaits Au Rum90

Fruits

Half Cantaloupe65	Stewed Rhubarb50
Preserved Peaches, Plums		Fresh Strawberries and	
or Cherries70	Cream85
Spanish Melon85	Half Grapefruit45
Stewed Assorted Fruit70	Baked Apple and Cream	.50

Cheese

Port du Salut60	Cream50
Camembert55	Liederkrantz65
Imported Bel Paese75	Bleu55
Swiss Gruyere55	Imported Roquefort80
Swiss60	American50
Switzerland Swiss80		

Beverages

Coffee Pot40	Buttermilk, Half Pint25
Tea35	Vitamin D Homogenized	
Senka or Postum40	Milk25
Demi Tasse25		

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

November, 1959

- 15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during October, 1959, and employe tax and employer tax under the Federal Insurance Contributions Act for October, 1959, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended June 30, 1959.

- 30—Excise taxes: Tax on membership dues, initiation, transfer, and assessment fees, admissions, and other excise taxes for October, 1959, if more than \$100, payable to an authorized depository. Return on Form 537.

December, 1959

- 16—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during November, 1959, and employe tax and employer tax under the Federal Insurance Contributions Act for November, 1959, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended July 31, 1959.

- 31—Excise taxes: Tax on membership dues, initiation, transfer, and assessment fees, admissions, and other excise taxes for November, 1959, if more than \$100, payable to an authorized depository. Return on Form 537.

**Attend the CMAA Conference
In Pittsburgh Next January**

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APPETIZER PAR EXCELLENCE"...
served at the Waldorf-Astoria
...Statler Hilton...Roosevelt...
Sheraton Gibson... The Shore-
ham (Wash., D.C.) and fine hotels
and clubs everywhere... many
since 1941. Costs about 1¢ per
oz. ready to serve. Write for
free taste sample. 3V Co., Dept.
C, 53 Mercer St. N.Y. 13, N.Y.
Makers of famous Instant 3V
Meat Tenderizer.**

DURABLE and SMART furniture



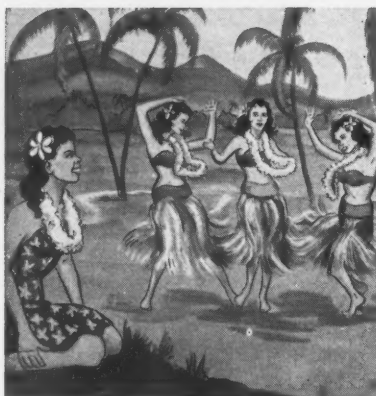
No. 8213
Wall-Saving Side Chair
(No. 8212 matching
arm chair)

Wide assortment of chairs and tables. See your dealer
or write us for our distributor's name.

AMERICAN CHAIR COMPANY

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Country club located in Middle West. Must have high grade background. State qualifications, references and salary expected. Also send club operating statement of present or previous position. ADDRESS: Box 77-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

WINE Pressings

By Henry O. Barbour

The Wines of Autumn

(In past issues Champagne (Dec. '58 and Feb. '59), Rosé (April '59) and White (May '59) wines have been discussed).

"When the frost is on the punkin and the fodder's in the shock" . . .

That's the time to promote red wines, for these full-bodied, flavorful wines are then at their best, accompanying the robust foods of fall and winter.

Served at room temperature in the dining room, their warming effects are felt immediately; but for a feeling of super-well-being, a pewter mug of hot, mulled wine is hard to beat. Warming one's hands around a steaming tankard is about the only good thing this transplanted Northerner can remember about winter in the icy North!

Why?

Red wines are robust and full, because they contain all of the grape, plus a bit of the essence of the stem. As soon as any grapes are picked, whether for red, white or rosé wines, they are crushed. The white wine grapes are immediately pressed and the must allowed to ferment free of the stems, seeds and skins. Grapes destined for rosé bottles are left to ferment overnight in contact with the skins, etc., then pressed.

But the red wine must contains all of the skins and seeds, and most of the stems and from them the alcohol generated in the fermenting process extracts color pigments plus the glycerin, tannin and tartrates in the stems and seeds. Incidentally, the fermenting cycle is completed much sooner (5 to 10 days) in the case of red wines than white (7 to 21 days), probably due to the greater amount of yeasts in the red must.

The grape skin has been called "the most perfect packaging ever developed" because it is round and space saving, grows or shrinks with the volume of the contents, is transparent, and beautiful.

You have no doubt noticed the

"dusty" appearance of fresh grapes, in reality spores of yeast deposited there by the air, and kept away from the sweet juice by this "perfect packaging." But when the skin is pierced, the yeast immediately starts growing, converting the sugar into alcohol and carbon dioxide, and finally wine.

This fermentation is carried on in large vats, in the presence of a lot of air (as opposed to whites, which is done in small barrels, with air excluded). When fermentation is essentially complete, the wine is drawn from the tank and placed in smaller barrels to age.

Burgundy vs. Bordeaux

There are four principal red wine types, which take their names from the locality where they were first grown:

Burgundy: originally from East Central France, principally from the Pinot noir grape, characterized by heavy body, pungent aroma, and fair-

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF CLUB MANAGEMENT published monthly at St. Louis, Missouri for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Donald H. Clark, 408 Olive Street, St. Louis 2, Mo.; Associate Publisher, James J. Wengert, 408 Olive Street, St. Louis 2, Mo.; Managing Editor, Wesley H. Clark, 408 Olive Street, St. Louis 2, Mo.; Assistant Publisher, Harold R. Colbert, 408 Olive Street, St. Louis 2, Missouri.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member must be given.) Commerce Publishing Company, 408 Olive Street, St. Louis 2, Missouri; Donald H. Clark, James J. Wengert, Harold R. Colbert, Richard C. Budlong, Wesley H. Clark, all of 408 Olive Street, St. Louis 2, Missouri.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

DONALD H. CLARK,

Publisher

Sworn to and subscribed before me this 25th day of September, 1959.

CATHERINE M. BARRETT,

Notary Public

(My commission expires January 28, 1962.)

ly spicy flavor—termed a “Country Gentleman.”

Bordeaux: originated in Southwest France and quite popular in England, where it acquired the name “claret”; from Cabernet Sauvignon grapes, it possesses an expansive bouquet, lighter body, with an effect of dryness, termed a “college professor.”

Italian: principally Grignolino and Barbera grapes; they are spicy, warm country wines with less sophistication than their French cousins.

American: Concord, Isabella, Norton and Ives, descents of *vitis labrusca*, the fox grape, with its pervading odor and definite flavor.

Recommendations

Fine American wines that would add credit to any wine list:

First, true to our native grapes: Isabella & Special Vintage Burgundy of Widners; Great Western Burgundy and Taylor's Claret; and Ohio's Isle St. George Domaine of Meier's Wine Cellars.

Cabernet Sauvignon: Georges de Latour Special Reserve of Beaulieu; Martini's and Inglenook's; Martin Ray's and Almaden's, also Christian Brothers'.

Pinot Noir: Beaumont (Beaulieu); Inglenook's, Almaden's and Martin Ray's.

Italian: Louis Martini's Mountain Barbera and Gallo's Vino Paisano.

THIS MONTH'S MERCHANDISER: Feature some native American wines with Thanksgiving Dinner—the first glass free! An addition to the natives above, Great Western's Chablis, and Taylor's and Gold Seal's Sauternes are recommended, as are Widmer's Canandaigua Lake Niagara and Elvira. One white, a rosé and one red of different producers should be a sufficient choice. Set each table with wine glasses—and above all, encourage your staff to treat wine as any other beverage!

Appointed State Manager

Kenneth E. Gregg has been appointed Oklahoma State Manager for Stitzel-Weller Distillery, it was an-



nounced by Julian P. Van Winkle, Jr., vice president and director of sales and advertising.

Mr. Gregg, whose headquarters are in Houston, Texas, has been in the liquor business since his graduation from the University of Cincinnati in 1949.

Designs Raceway

The office of Jac Lessman, internationally known club and hotel designer, has been awarded the contract to design and furnish the Inn at Roosevelt Raceway, Westbury, L. I.

There will be a 225-room motor hotel with parking facilities in front of each room, swimming pool and tropical garden patio, specialty bar and restaurant, coffee house and pool patio. The office of Jac Lessman is located at 10 E. 40th St., New York City.

Opens San Juan Office

Horwath & Horwath, accountants and consultants in the club, hotel and restaurant field, have announced the opening of a new office in San Juan, Puerto Rico, with Thomas M. Smith as resident manager. The new office is located in the San Martin Building, Calle Parque and Ponce de Leon Avenue, Santurce.

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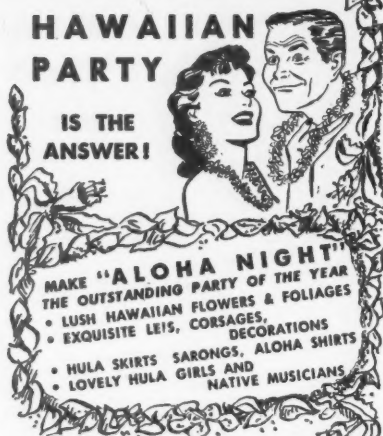
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New Containers

The Green Tree Holland ham containers have been redesigned by M. H. Greenebaum, Inc., New York, to fit the choicest sections of the ham more naturally.

The new green and yellow litho-



graphed tins have the same label design, but are longer, wider and fatter than the previous units. In its new shape the ham is said to slice thinner and easier, in just the right size for sandwiches, cold cut trays and canapés.

The entire line of Green Tree products, which includes the 1, 2, 3, 5 lb. and whole hams, has been restyled to incorporate all the advantages of this new can design.

Liquor Most Popular

Again this year liquor scored the highest number of mentions in a sur-

vey by *Sales Management* magazine on gift buying preferences and policies. According to the magazine, liquor has led the list of business gifts for the past three years.

As to industrial gift buyers' preference for liquor brands the magazine had this to say:

"Once more Canadian Club was the favorite, with Old Grand-Dad on its heels. Seagram, I. W. Harper, Four Roses, Old Fitzgerald, Schenley were equal."

Hybrid Grapes for Wine

New French-American hybrid grapes developed in Hammondsport, N. Y., experimental vineyards have begun a new winemaking era in the eastern United States, according to Fred C. Taylor, Taylor Wine Co. president.

A leader among these hybrids, according to Mr. Taylor, is the Seibel 5279, a variety developed over the past several years by grape culturists and the basic grape in the company's newest wine, Taylor New York State rose.

Mr. Taylor said that attempts to wed the finest Old and New World grapes, carried on in France for many years, have been furthered greatly in this country by Philip Wagner, an author, newsman and vineyardist.

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Qualified to exercise supervision and control over all departments and to accept responsibility for their successful operation to the board of directors. In present position three years. Past owner and manager of catering and party service.

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50th State Gives Topical Appeal

How We Staged a Hawaiian Party

By Mrs. Kathryn Collins, Manager

Hadi Temple Shrine Club
Evansville, Indiana

ORNAMENTATION and distinct food highlighted our recent Hawaiian Party and contributed to its success. Each year we hold a party for the past potentates (presidents) of the shrine club, and this time it took on a Hawaiian theme. Because Hawaii's admission to statehood gives this type of party a topical appeal, other clubs may want to hold similar affairs, as many have done in the past, and thus here is a description of some of the elements that went into our party:

The affair was held in one of our private dining rooms in which we placed tables 40 feet long, about 16 inches from the floor. The members sat on the floor, Hawaiian style, and of course ate the food with their fingers.

Decorations included wrought iron fixtures on the walls, lamps holding candles which were filled with beeswax for longer burning, and a water fountain with water spraying from it.

On screens, which we arranged as a hut for a Hawaiian band, we placed all kinds of greenery and covered them with bamboo. On the tables in the main dining room we used pineapples with candles in the center of foliage, and we placed leis around the tables at each place setting. In addition, we had leis to place around the neck of each member as he entered.

Palms and blooming pot flowers were set throughout the room and many-colored spotlights played on them, giving an unusual and pleasant effect. The girls who served the food wore sarongs made of brightly colored cotton, with leis around their necks. They also wore thong sandals and big red flowers in their hair. The bus boys, who helped serve, wore white short tight pants with loud colored shirts which we tied in front;

they worked barefooted and they also wore straw fringed hats.

The food of course was in the Hawaiian style. The centerpiece on the table was a roast pig with an apple in its mouth, placed on a tray raised with all kinds of fruit. We used lots of pineapple for decoration as well as spiced crabapples and spiced pears.

On the menu was barbecued ribs and individual shrimp cocktails served in a hollowed-out grapefruit with the sauce in the center and the shrimp stuck to the sides of the grapefruit with toothpicks.

We had fried chicken and a Hawaiian ham roll (ham rolled around a whole banana and then baked in wine sauce), coleslaw with pineapple marshmallows blended with sour cream and pineapple juice and small baked potatoes with cheese sauce.

We created a volcano in ice and food and made four-foot high ice cones, with a soup bowl frozen in the top with toothpicks sticking up. Just before serving we put diced fruit of all varieties on the toothpicks, poured honey and brady in the bowl and set fire to it. It gave off the blue blaze and looked like a volcano. It was served immediately to the member after being set afire.

The Hawaiian punch was served in a hollowed-out coconut with a straw, and for dessert we served pineapple, cut lengthwise and hollowed out, inside of which we put a large portion of orange sherbet covered with colored flaked coconut.

I am happy to say that the party was a success in every way and the members and guests were quite pleased with it.

Part of the Hadi Temple Shrine Club staff stand behind the buffet table at the Hawaiian party.



CLUB MANAGEMENT: NOVEMBER, 1959

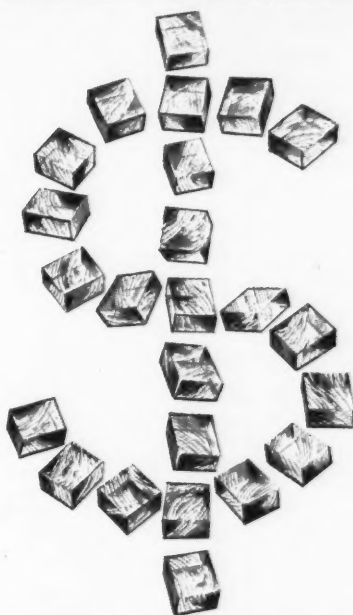
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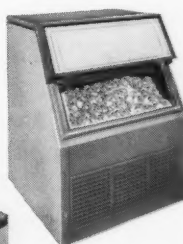
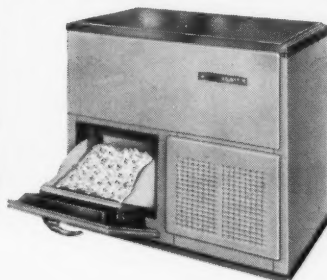
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